General Editorial Review,

EMBRACING

Manufacturers and Prominent Business Houses.

In the City of Beloit, Wisconsin.

The following notices are not paid for in any instance. They are given free of charge, it being the intention of the editor of this work to point out to his readers some of the best places at which to purchase goods, showing where reliance may be placed upon representations made with regard to price and quality of goods sold. There are many houses in Beloit, it would afford us much pleasure to speak of in a more extended manner, but our space limits us to the following remarks:

Beloit Strawboard Co.
I. Williams' President.

It is universally acknowledged that this is one of the leading Paper Co., of the West, containing large facilities in the way of machinery and hydraulic works. Until within the last year this establishment was considered poor pay; but through the enterprise of Mr. Williams, it is now paying 40 per cent. on the capital invested, and can boast of the finest machinery, boiler and engines of any mill in the city. 20 hands are kept in constant employ at this mill,
consuming about 4 tons of straw every day; 3 1-2 tons of strawboard paper is the average day's work, making a yearly income of 70,000 dollars. It is unnecessary for us to say more about this Co., but we would advise those that have failed to visit this establishment to do so and satisfy themselves of the magnitude of its work.

**Whitford & Heffron,**

General Insurance Agency, (Brown's new Block,) This firm have been in the insurance business for several years and represent a large line of first-class companies. They make insurance their business, and are capable and efficient. Making insurance their business and study, they are able to discriminate between companies, and select only such as can furnish perfect indemnity at reasonable rates. Their office is one of the handsomest in the State, and in a convenient location for business men. We commend them to such as desire insurance, either Fire, Life or Accident.

**Houghton & Duncan, Merchant Tailors.**

Successors to Dudley C. Brown, would respectfully solicit a share of the patronage heretofore extended to the "Old House." We will always have in store a full line of French, English, German, and American Broadcloths and Cassimeres of the finest and medium grades, also silk and cashmere Vestings; in fact everything necessary to a gentleman's outfit.

It is our desire and attention to make our house the leading establishment of its kind in Wisconsin. If long experience and a practical knowledge of the business in all of its details will ensure success, then we are sure of success; we therefore say to the fashionable public of Beloit, and all others, please give us a call, and we assure you of fair dealing and courteous treatment.
N. B.—Superior ready made clothing, hats, caps and gent's furnishing goods always in store.

Houghton & Duncan,
Corner State and Broad streets, Beloit.

H. C. Russell & Co.

In our editorial review should be mentioned the most prominent and best ornamental painting house, therefore we set ourselves to this task and duty, and mention the above house as being the leading one in the city; and this we say advisedly, for it is the universal expression of all for whom H. C. Russell has done work, that his work cannot be excelled. Now, an establishment of this kind is very important to a city like Beloit where taste and refinement stand out so prominent, and we are glad to know and record the fact that Mr. Russell is so much appreciated, that he is invariably engaged to do the best work in the city. He has been established in Beloit for many years, and has during that time made himself a name for his artistic work, of which he or any person may be justly proud. He is well experienced in every branch of the painting art, having served a full apprenticeship.

A. Reitler.

We are now noticing one of the most popular and heaviest clothing men of our city. He is located in Brown's Block, on State street. His goods are all of the best quality, and his selection one of the largest in the city. Mr. Reitler's long residence among us, and his fair dealings with his customers, has given him an enviable reputation as a business man, and made for him many friends. His stock consists of a full line of Gents' Furnishing goods, Cloths, Cassimeres, Vestings, Ready-Made Clothing, Trunks, Valises, etc. He also keeps a first-class Merchant Tailoring establishment in connection with his store, in which he employs the best Cutters that can be found in the East, and warrants all his work.
A. A. Green.

We present to our readers the leading Boot, Shoe and Hat store of Beloit. We believe there is no gentleman who strives more to please his patrons in good work than does A. A. Green. He buys the best stock and sells at reduced prices which enables him to secure the majority of the trade, and in order to meet the wants of his customers he has secured a large and commodious room to hold his mammoth stock of goods.

Briggs Boarding House.

We have great pleasure in informing our readers who contemplate stopping for a few days in Beloit, that the Briggs Boarding House, located on School street, is the best in the city, and a number of years' experience, has taught the proprietor (Mrs. A.F. Briggs) the wants of her patronizers; her tables are always spread with the best the markets afford and served out in a pleasant, gentle manner. Prices moderate.

W. Scott Agney, Att'y & War-Claim Ag't.

W. Scott Agney is a young man of more than ordinary promise as a lawyer and advocate. Since his admission to the bar Oct. 1st, 1869, his practice has become extensive and renumerative, people finding him well versed in law matters and that his energy and ability usually secure for them the most successful and best results. He has resided in this vicinity nearly all his life, is only about twenty-two years old, and although only so young, has secured a high standing in the legal profession. In addition to his law practice he deals of real estate and makes collections, but makes a specialty in war-claims, and has thousands of blanks of all descriptions constantly on hand for sale cheap, for persons wishing to procure their hard-earned dues from the Government. As a lawyer of merit and as a gentleman in whose hands to entrust your collecting business, we most cheerfully recommend W. Scott Agney.
E. N. Clark, M. D. Surgeon Dentist, Beloit.

The above named gentleman has just fitted up and moved into a new suit of Dental Rooms over Abbott’s store, neat and commodious. The doctor may be reckoned one of the early settlers (1847) of the town. His was the first dental sign put out in the place. The amount of his present practice shows how well he sustains his former as well as present reputation. He is a graduate of Geneva Medical College, which gives him a better knowledge of the human system, and renders him more capable of treating those nervous affections of the head and face than he otherwise would be enabled to do, and affords him an opportunity of knowing more certainly their causes, and of saving many teeth that in ignorant hands would have been sacrificed; the operator knowing the origin of the trouble that by the patient was attributed to the teeth alone.

Doctor Clark is ingenious and skillful in the laboratory, careful and scientific in the operating room, social and attentive in the reception room. These qualities combined with kindness of heart and sterling integrity, entitle him to the full share of public confidence which he so largely enjoys.

Carpenter & Baumes, Dry Goods.

The constant aim of this enterprising firm has been to establish in all its various departments a complete dry goods house.

Believing a large business can be so arranged as to cheapen the cost of goods to the customer, they have always purchased freely, aiming to anticipate all the wants of each patron. So successful have been their efforts that they are now acknowledged the leading dry goods house of Beloit. Annual sales $80,000.00.

The experience of Messrs. Carpenter & Baumes heretofore, in the wholesale business has given them an acquaintance with
manufacturers and of merchandise such as most men acquire only in a life time, and enabling to purchase directly of manufactures and their agents, whereby they can sell many goods at wholesale price. To this they attribute much of their success.

Here may be found an assortment of dress goods, cloths and shawls such as only a very large business demands. In plain and colored silks, black silks, fancy silks, real lace, lace point collars and handkerchiefs, the display is truly elegant. Carpetings, mattings, oil cloth and lace curtains are made a specialty, and purchased directly of the manufacturers, inviting a careful comparison of prices with any house in the West. Of these goods alone their sales are many thousands of dollars: They have the exclusive agency of black alpaca made of pure mohair, which excels all other makes in the firmness of its quality, beautiful color and great durability, in fact is regarded by many as equal to the silk warp alpaca.

The following testimony is from one of the most celebrated magazines of fashion: "The texture of this alpaca is like rich silk and it makes nearly as handsome a dress at less than half the cost. We advise ladies to buy this alpaca as it will out wear a half dozen dresses of other flimsy alpacas that flood the market.

For the nicest assortment of good goods and the lowest cash prices, visit the store of Carpenter & Baumes, and when there, ask to see their alpacas. This house also does quite a nice jobbing business.

East Main St. Beloit, Wis.

Hon. S. J. Goodwin Ex-Mayor of this city, is one of Beloit's enterprising citizens. He purchased in October, 1868, the hotel property formerly known as the "Bushnell House," and at the time of purchase it was as near used up as a hotel could be; but as soon as purchased, Mr. Goodwin commenced a thorough repair, and made it in every respect
a modern (having put into it all modern improvements) and first-class hotel, and so it continues until this day.

The next season 1869, he erected the finest and most complete (in every respect) "Opera House" then in the State; it was opened on the evening of December 27th, 1869, by "Parepa Rosa" opera troupe, over one thousand persons attending the opera on that evening. Mr. Goodwin is also engaged in the manufacture and sale (to the jobbing trade only) of his Patent Paint Mills, of five different sizes; his sales reach about one thousand mills annually. He has also under the Goodwin House, a Tea, Coffee and Spice store, selling every article he deals in at the very lowest prices. He has also I venture to say the best improved farm in the State of Illinois, containing 325 acres, all under the highest state of cultivation, located two miles from Beloit on Rock River.

He carries on farming, having on the farm twelve acres of hops, the product of which he sold last year for six thousand two hundred dollars. He has also a dairy of 26 cows, making butter the entire season; having the best arranged milk and butter house in the State, can keep milk perfectly sweet the hottest days in July, or August, for 10 days, cold air being admitted to the milk room perfectly dry, from the ice house adjoining. He has now stored in the ice house "80 tons of ice." Mr. Goodwin is also extensively engaged in pressing hops in 1-4 and 1-2 pound packages, and selling them all over the Northwestern States.

D. W. Gregory, Chemist and Druggist.

Among the most prominent business establishments of Beloit, it gives us pleasure to mention the Central Drug store owned by D. W. Gregory, a resident of this city of seventeen (17) years standing.

This, the oldest drug house in Beloit, was first established by Carey & Gordon, so long ago as 1848, when this city was a mere village. After a number of changes it was on January
21st, 1867, purchased by the present proprietor, who in May, 1870, moved the entire stock to its present location, which is the most central and by far the most prominent business point in the city.

The standing and character of this establishment is too well known to need an extended description here, so we will simply state that it has no superior, if any equal, both for the purity and reliability of the goods kept, and for the reasonable rate at which they are sold. The marked success of this store in the past is a sufficient guaranty for honest and fair dealing in the future, and we take pleasure in recommending Mr. Gregory's store to the patronage of all citizens of Beloit and vicinity who may wish a Physician's Prescription carefully compounded, or in need of fancy and toilet articles, sponges, brushes, perfumery, or anything in the drug line.

Roloson & Graves, Photographers, Post-Office Block, Beloit, Wisconsin.

These gentlemen came from the Buckeye state something more than a year ago to make a permanent settlement in Beloit and push their business—Photographing and Picture making. Coming among strangers without business or artistic reputation in the community where they wished to find a home and a new field of labor, many difficulties had to be overcome.

A friendly, generous public welcomed them and gave them a share of their patronage, and earnest labor and striving to please have crowned their efforts with a gratifying success. They exhibit in their rooms fine specimens of their own work, both in large and small portraits, and almost daily are complimented on the style, beauty and finish of their work by artists from large cities.

If there is any branch of the business, in which they are more successful than others it is in the copying and enlarging old fading pictures.

A special preparation is made for this work, and in their rooms we saw specimens of successful copying.
Messrs. Roloson & Graves are young men, who attend to their own business and believe that the road to success lies in doing good work at fair prices, and promptly filling their engagements.

They solicit a fair share of the public patronage.

Remember the entrance to their place of business is two doors west of the Post-Office.

**Rock River Paper Company---S. T. Merrill, President.**

These mills are located on the east side of the city near the dam of the river, but the power for running the machinery is mostly created by steam. The buildings cover an area of three acres of ground; 60 hands are employed to run these mills, and they average twelve tons of manufactured paper every day, which sold at $65.00 per ton, would make the average sales each day $780.00; this multiplied by the 300 working days of a year would make the enormous sum of $234,000 of sales annually. These mills were first erected in the year 1858 but in the years 1864 and '65 was when these mills were so extensively arranged, and each year brings forth new improvements. They principally manufacture building and wrapping papers but have the facilities for making other kinds. We can recommend them to the trading public as a straight-forward, honest company with whom it is a pleasure to do business.

**Booth, Hinman & Co., Wholesale Paper Dealers.**

Located at 64 State street, supply a large portion of the western trade with all kinds of printed wrapping paper, bags, twines, &c.; having in their employment from 20 to 25 hands, running two large cylinder presses to do the printing, their annual sales are from $75,000 to $100,000; and taking into consideration that this firm has only been running two years, speaks well for its enterprise.
Beloit Paper Warehouse.

J. R. Lawrence & Co. Proprietors.

Dealers in alluminous ornamental building and wrapping paper, also cordage, stationery twines and blank books. This is an old and established firm, doing an extensive business to the amount of $250,000 annually; employing 60 hands to carry on their work. Their alluminous building paper is acknowledged to be one of the leading inventions of the age; they have lately secured patents for putting ornamental graining upon board paper, and so great is the demand for this paper they have been unable to fill all orders; also in connection they have a well furnished book-bindery, and facilities for doing all kinds of work in this line. We could give our readers more of an extended report in reference to this enterprising firm, but enough has been said to show the extent of their business.

Libby, Foster & Co.

Wholesale manufacturers of Ladies’ and Misses sewed boots and shoes, 78 State street, Beloit, Wis.—are manufacturing daily from from 125 to 165 pairs, employing from 40 to 50 hands; their sales exceed $100,000 annually, and their work will compare with any of the eastern factories for firmness of finish and durability.

Hotels.

There are many houses in Beloit that it would afford us pleasure to speak of in a more extended manner, but our space limits us to the following remarks:

In commencing our business notices we deem it important in the first place to point out to the public a good hotel, and in commencing to do so we would say that in our travels it has not escaped our notice that many second rate hotels advertise themselves as first-class, and the public only find out
the opposite by stopping at such houses. Therefore we feel it to be our duty in a work of this kind to point out to the public a thoroughly good house, one that can be recommended in every respect. And this we are happy to say we do in naming the Goodwin House, kept by the popular landlord Wash Salisbury. It is acknowledged by the traveling public and others that this house is the cheapest and best, which adds much to the credit of the city. It is centrally located, being adjacent to the principal business places, Post Office, Depot, &c. It is a large well arranged brick structure, and contains nearly one hundred rooms mostly furnished in an elegant manner and kept well ventilated and scrupulously clean. The tables are supplied with a great variety of the best eatables in the season cooked in a clean and tasty manner, and served by polite and attentive waiters.

Taken altogether the Goodwin is one of the best kept houses in the west. While its proprietor is a wholesouled and obliging gentleman in whose company the traveler will always feel himself at home.

Newspapers.

The Beloit Free Press is the only permanent paper published in the city, at present, but it will compare with any other paper in the state; its local column are filled with a good selection of news, while its editorials are spicy and well directed, with a large circulation which speaks well for its value; and under the immediate control of C. Ingersoll, as publisher, and N. O. Perkins & Ingersoll as Editors, the paper fearlessly and carefully advocates all that is good; exposing all that is bad; just what a public journal should do.

The Press is a staunch supporter of the Republican party, and Mr. Perkins the principal editorial writer is a worker for the party; and we are free to confess that our intercourse with these gentlemen of the press has been of the most pleasant
character and while congratulatiing the people of Beloit upon the excelence of their paper, we must commend the editors and proprietors, with whom it is a pleasure to do business. In connection with the paper there is a well arranged job office, supplied with material of all kinds for every description of printing, executed on the shortest notice.

Some of the Best Hotels to be Found.

It occurs to my mind that the traveling public will be duly grateful to us for pointing out a few of the best hotels which it is profitable and pleasant to stop at, should business call you that way; and in commencing our report we would recommend the Goodwin House, Beloit, Wis.; in Milwaukee patronize the Kirby House; in Freeport, Ill., the Brewster House; in Madison, Wis., the Park House; in Racine, Wis., the Huggins House; in Clinton Junction, the Taylor House; in Durand, Ill., the Durand House; in Davis, Ill., the Pennsylvania House; in Rock Island, Ill., the Harper House; in Savannah, Ill., the Chamberlin House; in Burlington, Wis., the Exchange House; in Delevan, Wis., the Straw House; in Janesville, Wis., the Myers House. In conclusion we will state that any person patronizing any of the above hotels and not finding them entirely satisfactory may charge us with misstating facts and call upon us to retract what we here say.
Samuel J. Goodwin

Manufacturer Of—

Goodwin’s Patent Excelsior Double Action and Bevel Single Action Paint Mills,

Also

Grower and Presser of Hops,

in 1-4, 1-2 and 1 lb. Packages.

Dealer In—

Teas, Coffees, Spices,

(Tobaccos and Cigars.)

Office: Goodwin’s Block.
Brewster House
FREEPORT, ILLINOIS.

GATES & BURTON, Prop's.

The only First-Class House in the City.

COR. STEPHENSON AND MECHANIC STS.