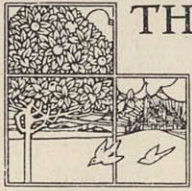
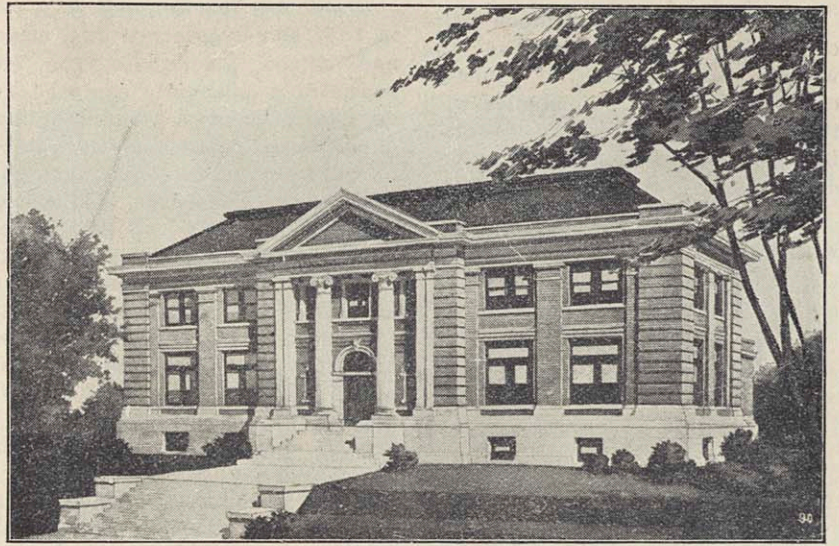


BELOIT IN NINETEEN ELEVEN

FOREWORD



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



BELOIT PUBLIC LIBRARY.



BELOIT'S NEW POSTOFFICE.



North on Rock River from Grand Avenue Bridge.

The City of Beloit

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

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

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

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

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