MADISON.

THE STATE CAPITAL OF WISCONSIN.

State capitals are usually dull and uninteresting places. They revolve upon a political axis around a capitol. There is no beauty in them that they should be desired as residences, and as centres of business operation they are barren of vantage or advantage. The city of Madison is a salient and pronounced exception to the rule, and in many respects it is the most beautiful city in the Union. Nobody who has ever visited it is inclined to dispute its title to supremacy in this regard. The capital of Wisconsin, it is situated in the southern part of the State, in the centre of Dane County, of which it is the judicial seat, and in the heart of what has been known from time immemorial as the "Four-Lake Country." The Indians gave this region this name long before the white settlers saw it, and pioneers who mingled with the red men frequently heard them speak of this country of exceeding beauty. It is the central point in the broad valley flanked on all sides by hills, and is situated on an undulating isthmus between Lakes Mendota and Monona. When the Territorial Government of Wisconsin was formed in 1836, the loveliness of this spot determined its selection as the capital, though the only building upon it was a log cabin, and the present city of Madison is a handsome jewel most handsomely set. It is laid out in a regular fashion, with straight, wide streets lined with substantial business blocks and fine residences and shaded by a multitude of trees, and is about three miles long by a mile wide. Upon one of the elevations above referred to, west of the town, stands the Capitol building, of limestone; and upon another the University of Wisconsin, erected in 1849, a year after the territory became a State, its commodious grounds interspersed with delightful walks and drives whence one looks out and down upon landscapes as varied and charming as any that ever greeted the eye. There are seats of learning in this country more imposing by reason of their comparative antiquity, the number and costliness of their buildings, and the sumptuous appointments of art; but there is not one so munificently endowed by nature or whose surroundings are so well calculated to inspire studious and reverent words and impart a pure and wholesome stimulus to both the mind and body of the student. And this brings us to speak of the educational facilities afforded in Madison. No people in the world more keenly appreciate the value of education than do the people of the West. Parents who have had personal experience of its benefits are determined that their children also shall enjoy them, while those whose opportunities have been meagre see to it that their offspring shall have better than themselves. The educational interests of Madison are pitched to the keynote touched by the University; and the free-school system of the State of Wisconsin is here brought to perfection, its admirable feature emphasized, and its efficiency heightened by the intellectual atmosphere of the place, and the influences exerted by Nature herself. The educational equipment is simply complete; and the children of its citizens may go from the primary to the grammar schools, be fitted for college at the
High School, enter the excellent Commercial College, or the University, as may be determined by their future vocation, and be duly graduated with the customary college honors without leaving their home. The immense advantages of such splendid facilities are patent and real, and it is greatly to the credit of this city that they are so generally availed of.

The property rights of the State University cover 235 acres of land, 195 of which were contributed by Dane County to the Agricultural Department. A large proportion of it is devoted to agricultural experiments; here, also, is the Washburn Observatory, the gift of the late Governor. The early history of the University was a continual struggle for existence, but during the last quarter of a century it has enjoyed a high degree of prosperity. It embraces a College of Letters, one of Arts—including Agriculture and Science—a Preparatory and a Female Department. Co-education of the sexes was inaugurated in 1866, and has proved eminently successful. Five large ward schools are supplemented by several others, and a distinguishing and very popular feature of the High School is its Academic Department, preparatory to the higher classes of the University. The Norwegian Theological Institute on Menona Lake Bridge, is in great favor with the people of that nationality in the northwest, and the Menona Lake Assembly, on the Chautauqua plan, was formed in 1881, and, under the management of the Evangelical churches, attracts thousands of people to its splendid camp grounds during the months of July and August. Nor should the afternoon and evening schools for neglected children, under the auspices of the Woman’s Christian Temperance Union, be overlooked.

The original Territorial Capitol was completed in 1839; but the State was no sooner fairly erected than it took the building in hand, and the essential changes and additions that have been made to it from time to time, constitute it one of the most complete and imposing capitol in the West. It is located in the midst of a fourteen-acre park wooded with native timber. Large suits of rooms in this building are devoted to the use of the State Historical Society, whose library is exceedingly rich in memoirs and relics of great historical interest. The Dane County branch of the State Humane Society is also located here, while the Free Circulating Library and Reading-Rooms are in the City Hall. The State Asylum for the Insane, the Court House—wherein is the large and valuable library of the State Supreme Court—Hooey’s Opera House, invite special attention, as do many of the hotels, the Park Hotel being one of the most prominent. The Wisconsin State Journal and Madison Democrat are dailies with weekly editions; the Western Farmer, Wisconsin Botschafter and Staats Zeitung are issued weekly. The University Press and Badger are issued by the students. A dozen religious organizations are in active existence, many of whose edifices are effective architectural ornaments.

The general trade of Madison is active and extensive, and its manufacturing establishments embrace a manufactury of farming implements, three iron foundries, a corset and a shirt factory, several carriage and wagon factories and two planing mills, manufacturers’ machinery and street works, three breweries and several minor enterprises of a similar character.

The city was incorporated in 1856. Its bonded debt is $228,000; its taxes are limited by statute to 2 per cent on the assessed valuation of property and further indebtedness barred. The Municipal Court is invested with judicial power, the fire service is efficient and the Holly System, introduced in 1883, furnishes abundance of most excellent water. Four banks provide ample financial accommodations, and a general telephone service is in operation. The present population of the city is about 16,000. All the leading railroads of this section of the country centre here and render accessible all important points. It is a delightful place for permanent residence, and highly popular as a summer resort, the humidity of its atmosphere, the surpassing loveliness of its surroundings, the medicinal properties of the mineral springs, the proximity of lakes and streams not yet fished out, its inviting groves of grand old forest trees, attracting to it vast numbers of health and pleasure-seeking pilgrims and tourists. The “Gem City” is fittingly named and richly deserves all the praises that are sung in its behalf.

As regards its mercantile and commercial importance it may be observed that its business firms are enterprising, and alert to the needs of the community and vie with one another in offering for inspection the choicest varieties and newest goods in their respective lines. The following pages contain brief biographical sketches of the leading business enterprises of the city.
The S. L. Sheldon Co., Dealers in Agricultural Implements, Wilson Street.—Agricultural implement making is coeval with man's first knowledge of the bountiful earth's life-sustaining products. Perhaps at that industry he first attempted to earn his bread, in accordance with the Divine command, "by the sweat of thy brow." Certain it is that in no branch of mechanical industry has there been displayed more ingenuity or with more success. The trade in agricultural implements in this city has grown to high proportions, coming not only from all sections of the United States, but from the tillers of the soil the world over, the leading exponent of which is the well-known S. L. Sheldon Co. The founder of the house, Mr. S. L. Sheldon, is a native of Vermont, and, on making this city his home some thirty-five years ago, for a few years taught school during the winter months; he has, however, been engaged in the agricultural implement trade for the past thirty years. The Company was incorporated January 2, 1886, Mr. Sheldon becoming its president. The business annually transacted is by far the most extensive of any agricultural implement house in this city, and probably in the entire Northwest, their spacious warerooms occupying six entire buildings on Wilson Street, being in the aggregate 250x100 feet in dimensions, not including the repair shop, which is operated by steam power, and in which a large force of skilled artisans are employed. The office, 30x100 feet in dimensions, is finely appointed, and resembles rather the counting-house of some large financial institution than the office of a mercantile establishment. The company are the general agents of a long list of the leading agricultural implement manufacturers of the country, and carry an extensive stock of these goods in store, among which are the Esterly twine-binding harvester; Gregg, Roger, and Triumph reapers; Meadow King mowers; Wm. Anson Wood, Tiger, and Esterly mowers; new Tiger and Hollingsworth sulky rakes; Coates's lock-lever rake; Haworth wire-check rower; and the Louis Cook, Davis-Henry, Abbott, Pontiac and other buggies and carriages. The principal threshers handled by S. L. Sheldon Co. are the Case, Buffalo, Pitt, and Bavescott & Co.'s mills and feed-cutters. The merits of these goods have been amply demonstrated during the many years which they have been before the public; the liberal policy and honorable dealing of the house are likewise well known, and those in need of good farm machinery at reasonable prices cannot do better than to place their orders with this house, with whom they may rely upon receiving advantages in keeping with the eminent reputation of the S. L. Sheldon Co.

H. G. Kroncke, Stoves, Cutlery, etc., State Street.—In the matter of stoves, American manufacturers are admittedly the superiors of the world, and among the leading dealers in Madison none sustain a higher reputation than Mr. H. G. Kroncke, who has always been among the foremost in displaying the latest styles; and purchasing direct from the producers, his prices are such as cannot be easily duplicated elsewhere. His commodious store, 25x100 feet in dimensions, is admirably arranged, and contains a large and comprehensive variety of stoves of all kinds, as well as cutlery, and tin, copper, and sheet-iron ware, while in the mechanical department in the rear all kinds of sheet-metal work receive prompt attention, in which the many contracts executed by this house in this city and vicinity bear abundant testimony to the superior quality of workmanship as regards roofing, guttering, spouting, and all kinds of architectural sheet-metal work. Mr. Kroncke was born in Germany, and came to Milwaukee in 1864, and to this city three years later, where he at once established himself in business. During the many intervening years he has become well known to the trade as a prompt and reliable business man, whose patrons have always found in his establishment every element of satisfaction.
The Hekla Fire Insurance Co., Pinckney Street, Capital $200,000; W. R. Freeman, Secretary.—The propriety of fire insurance is a question no longer open for argument, conducing directly to the safety and solidify of the community, and protective alike to the opulent and indigent. The fire insurance companies must always take a prominent place in estimating the resources of any city, emanating from capital, and beneficent, practical, and indispensable to the civilized conduct of affairs. The immense aggregate of capital, as represented in the property of this city, has proven a wide field of operations for the home companies, of which the Hekla is the leading exponent, whose successful career for these many years has proved to be one of the greatest encouragements to the city’s advancement in enabling capitalists and merchants to insure their respective interests in a company with whose financial standing they are perfectly conversant, and whose officers are gentlemen of known integrity and reliability. The Hekla was organized and commenced business in 1871 under a very favorable special charter granted by the Legislature upon a paid-up capital of only $25,000, and the assets at the end of that year amounted to but little over $50,000. Since that time the assets have steadily increased from year to year without exception, until the last financial statement issued at the opening of the present year, showing a paid-up capital of $300,000, and assets of upwards of $450,000, the great bulk of which is safely invested in farm mortgages, none drawing less than eight per cent, the income from which source alone in 1886 was over $31,000, a sum in excess of the original capital and nearly equal to the entire assets at the end of its first year’s existence. This progress must be as gratifying to its patrons and the public at large as it is satisfactory to its stockholders and creditable to its officers. Few undertakings with such modest expectations can show better results or have brighter prospects for the future. The policy of the company has always been conservatively aggressive, looking more to the indemnity of the assured and the safety of the capital invested than to the acquisition of rapid gains, and has resulted in a success to all interested patrons and stockholders. The Hekla, under its charter, is obliged to and does keep on deposit with the State Treasurer of Wisconsin the full reinsurance reserve required by law for the protection of all its patrons—a feature of advantage to the assured furnished by few, if any, other companies in the west. The officers are not only well and favorably known as individuals, but in their corporate capacity give to the Hekla their very best endeavors to promote its success. In fact their reputation is so solid that the bare mention of their names in connection with any corporation would be a surfeit of its standing. They are as follows: Halle Steensland, president and treasurer; J. A. Johnson, vice-president (and until January 1, 1886, president); W. R. Freeman, secretary. The company is ably represented in the large cities of the West, and as a result of its honorable and considerate course in promptly adjusting all losses, has secured a leading position among reliable companies.

The State Bank, Pinckney Street: J. H. Palmer, Cashier.—The banks hold the great medium of exchange between trade centres, and the ability displayed in their management forms an important link by which to estimate and value the commercial standing of the community in which their influence is felt. The State Bank of Madison, established in 1833, is one of the oldest in the Northwest, and properly ranks among the most trustworthy fiduciary institutions in the country, while its officers are gentlemen who have been more than usually prominent in their various associations. Mr. Samuel Marshall has been its president since the organization, and is also the head of the well-known banking house of Marshall and Iilsley, Milwaukee. Mr. L. S. Hanks, vice-president, and Mr. J. H. Palmer, cashier, have been connected with the bank for the past twenty-five and twenty-four years, respectively. The bank transacts a general business in loans, discounts, and deposits, and sells sight drafts on its correspondents in all the principal cities of the United States, and also in England, Ireland, Germany, and Norway. The State Bank building—opposite the Capitol grounds, is one of the finest and most substantial in the city, constructed of stone, 30x100 feet in dimensions, three stories in height, upon the lower floor of which are situated the finely-appointed banking rooms, while the upper stories are subdivided into elegant offices. As regards business ability and true enterprise, coupled with conservative and reliable financial methods, the State Bank has achieved the highest of reputations, and is in every respect a thorough exponent of the true principles governing banking and finance.

Charles Wehrmann, Manufacturer of and Dealer in Harness, Trunks, etc., No. 111 East Washington Avenue.—The progress in the trade in the harness in Madison has been so rapid, while the field for its expansion is so wide, that it affords a pleasure to note the advent of the house of Mr. Charles Wehrmann, a gentleman whose reputation is already established as one of the most expert workmen in the trade. His spacious store, 32x50 feet in dimensions, is centrally located in the heart of the business district, and is finely fitted up, in which an entire new and choice stock is displayed, comprising every variety of harness, saddles, collars, blankets, robes, trunks, valises, etc., which are unsurpassed in quality and in price cannot easily be duplicated elsewhere. Mr. Wehrmann brings to bear upon the management of his business an extended experience of faithful service in one of the best harness shops in this city, of seven years’ duration, and, employing only competent workmen and using the best quality of oak-tanned leather, he is prepared to execute all orders promptly. Since the firm’s inception in February, 1886, the policy of the house is in full accord with the progressive spirit of the age, whose business is conducted upon just principles of equity, and whose proprietor, though a native of Germany, a resident of this city of sixteen years’ standing, enjoys the confidence and respect of his fellow-citizens. His well-known skill, energy, and enterprise insure a prosperous and progressive future.
Fredrickson & Fish, Builders and Contractors, Manufacturers of Sash, Doors, Blinds, and all Kinds of Finishing for Buildings, and Dealers in Pine and Hardwood Lumber, Office and Factory Back of City Hall. — Continuous success is the real test of the reliability of all business houses; and this being the happy and well deserved fortune of Messrs. Fredrickson & Fish, the well-known builders and contractors of this city, no other conclusion can be drawn than that their workmanship and business methods have met the cordial approval of their many patrons. The house was originally established some twenty-five years ago by Messrs. Sorenson & Fredrickson, of which firm Mr. Wm. T. Fish, a native of England, and a resident of this city of thirty years standing, became a member in 1875, the style being Sorenson, Fredrickson & Fish. Three years ago Mr. Sorenson retired from active participation in business life, and the firm was reorganized as at present constituted, who are conducting their business upon a scale of magnitude never before attempted in this city. During the last conducting their business upon a scale of magnitude never before attempted in this city. During the last six months our firm has continuously employed as many as sixty skilled workmen, which force during the building season is largely increased. The plant occupies nine lots in the heart of the city, upon which are located their commodious offices, the perfectly-equipped steam, saw, and planing mill for the manufacture of sash, doors, blinds, moldings, brackets, base-castings, and all kinds of finishings for buildings, as well as affording storage accommodation for the many million feet of pine and hardwood lumber always carried in stock. Mr. Fredrickson, though a Dane by birth, has been an honored and influential resident of this city for the past thirty years, during which time he has played a leading part in enabling Madison to redeem her early promise of commercial supremacy. The energy of character and determination of will and perseverance necessary to build up their business to the proportions assumed are commendable in the highest degree, and whose proportions can only be paralleled by the success which has attended their efforts; while the equitable manner in which the business is conducted, as well as the superior quality and uniform reliability of their workmanship, furnishes a ready explanation of the large and influential patronage they enjoy.

Joseph Hausmann, Proprietor of the Capital Brewery, No. 338 State Street. — Lager beer, a beverage of German origin, has become the national drink of the United States, superseding the use of alcoholic stimulants, and thereby elevating the moral tone of the country. Nutritive and invigorating, it assists the natural functions without impairing the health, while the necessity of having a pure article is the more imperative the more popular the beverage becomes. The Madison brewers have been eminently successful in producing a beer and ale unequaled by those of any city in the country; and, as a consequence, their trade, in addition to controlling the home market to the exclusion of all foreign brands, has extended to all sections of the country. The Capital Brewery, of which Mr. Joseph Hausmann is the proprietor, is by far the leading brewery of the city. Mr. Hausmann is a German by birth, and upon coming to this country in 1854 entered the employment of Mr. Kring; he was afterwards employed at Haertel's Brewery, Portage City, where he remained for eight years; and in 1868 came to Madison and purchased the plant and outlot of E. W. Volght's brewery, which was at once rebuilt, improved with the best modern machinery and appliances, and greatly enlarged. The brewery at present in construction and equipment is as complete as any in the country, while the excellence of its brew, in all qualities implying flavor, color, and purity, is among the first. In all the brewing and ripening processes the most vigilant care is exercised, nothing going into its component parts but hops and barley malt, all deleterious and cheapening contrivances being rigidly excluded from the works. The spacious premises cover an area of 350x150 feet in dimensions, upon which are erected the substantial brick works, comprising the ice-house, malt-house, and storehouse. Each of the three brickworks in the annual production of 35,000 barrels, is exhaustively every year; while in addition to the large shipping trade, the home consumption requires the service of twenty men and six teams. Entertaining, active, and courteous, Mr. Hausmann largely contributes by his honorable and genial business characteristics in maintaining the representative place held by the Capital Brewery in the commerce of this the capital city of Wisconsin.

F. H. Grube, Manufacturer of Fine Crackers, and Wholesale Dealer in Confectionery, Green Fruits, Nuts, etc., Nos. 7 and 10 Pickney Street. — The American manufacturer of fine crackers, whose spacious premises, 35x100 feet in dimensions, are admirably arranged and provided with every necessary convenience for the prosecution of the business, stands at the head in his line of trade. The output of this house can be relied on for their uniform quality, and that the best grades of materials have been used in their manufacture. Mr. Grube is also an extensive manufacturer of confectionery, green fruits, nuts, etc., of which a large and comprehensive stock is always carried to insure the prompt filling of all orders. Mr. Grube is a German by nativity, and is an old resident of this city, where he is highly esteemed in consequence of his unswerving honor and strict probity, and prior to entering upon his present business, in 1882, was for many years the agent of the Singer Manufacturing Company. He has closely identified himself with the commercial advancement of Madison, and his business is always endeavored by all legitimate methods to make business transactions between his house and its customers of a pleasant and permanent character.
STATE OF WISCONSIN—MADISON.

Wm. J. Park & Co., Booksellers and Stationers, Musical Instruments, etc., Nos. 110 and 112 King Street.—In the commerce of Madison, the house of Wm. J. Park & Co. is one of the landmarks of trade, having been established since 1852, and few men, in taking a retrospective view of their active business career, can find more cause for congratulation than Mr. Park, whose success in life has been due to his own abilities, a clear conception of the field of his mercantile activity, and a strict adherence to the most rigid code of commercial ethics. As leading booksellers and stationers, Wm. J. Park & Co. stand pre-eminently in the front rank, and as headquarters for fine decorative wall-papers, window-shades, musical merchandise, etc., this house has no superiors, if any equals even, in Madison. The firm occupy a spacious building, 50x100 feet in dimensions, with a full and complete stock in every department, and make a specialty of artistic paper-hanging and painting, in which line they possess the peculiarly happy faculty of blending shades and colors so as to produce an artistic and pleasing effect as an harmonious whole. The bookbindery, located on the floors above, is fully supplied with all the latest improved machinery, and, employing a large force of skilled workmen, Mr. Park has every facility for turning out work promptly, and fully up to his high standard of excellence. Mr. Park is a native of Scotland, and has resided in this city many years, and has taken no small part in developing her commerce, the extent of which has made Madison one of the most important trade centres in the State. This house is noted for its honorable methods, low prices, and promptitude in filling orders, whose proprietor is known only to be respected for his energy, enterprise, and sterling integrity. Mr. Park compiled and issued "The History of Dane County and Madison," a volume containing seven hundred pages of facts, and relating to Madison.

Bollenbeck & Curtis, Dealers in Boots and Shoes, No. 21 South Pinckney Street.—The vast improvements that have distinguished the manufacture of fine boots and shoes in recent years is evidence of the better taste and cultivation of the people, for certainly no one article forms a more important component part in the attire of well-dressed gentlemen and ladies. The house of Bollenbeck & Curtis was reorganized in 1883 by Messrs. Joseph Bollenbeck and T. O. Curtis as the successors of Kinch & Bollenbeck, established three years previously. This house takes a high rank in the commerce of this city, than whom none are more honorably known, and by reason thereof commands a large and lucrative trade, increasing with each succeeding year. The firm occupy a fine store, 25x100 feet in dimensions, at No. 21 South Pinckney Street, where they neatly and tastefully display a full line of gentlemen's and youths' fine boots and shoes, ladies', misses' and children's shoes, gaits, and slippers, as well as rubber goods and kindred articles in great variety. These gentlemen are thoroughly practical, and personally superintend all the details of their flourishing business, purchasing their goods direct from the leading manufacturers, and are consequently able to successfully compete, both in quality and price, with any house in the city. They are active, enterprising, and intelligent business men, doing a large retail business, and enjoying the respect of their fellow-citizens.

A. M. Daggett, Wholesale and Retail Grocer, No. 138 Main Street.—It would be difficult to name a branch of business more important in its relations to other lines of trade and industry than that devoted to wholesaling and retail groceries, demanding, as it does, on the part of those engaged in it the exercise of the highest qualities; and when a house has enjoyed a liberal patronage and popularity for nearly a quarter of a century, as is the case of that of Mr. A. M. Daggett, it is an evidence of the fact that its management has been characterized by ability, integrity, and good judgment. This house, which was originally founded by the father of the present proprietor, has continuously held a prominent and representative position in the trade. The commodious store, 25x150 feet in dimensions, is finely appointed, and contains a full and complete stock of choice staple and fancy groceries and grocers' sundries, which are well known for their uniform reliability and reasonable price. To both the trade and the individual consumer Mr. Daggett presents a stock which, in quality and price, would be difficult to duplicate elsewhere. Though a native of Maine, he has resided in this city all the greater part of his life, and is so well known and highly esteemed as to render further comment superfluous.
S. Sauthoff & Sons, Merchant Tailors, Dealers in Gents' Furnishing Goods, Hats, Caps, etc., No. 8 South Pinckney Street.—In the complexities of city life, the business of merchant-tailoring may be justly regarded as one of the greatest importance to the community in furnishing those evidences of refinement and taste in dress that are represented in fashionable and well-fitting garments. As one of the houses in this line of business which has been foremost in promoting the standard of elegance in dress, that of Messrs. Sauthoff & Sons has obtained an enviable reputation. The house was originally established by Mr. Sauthoff, who is a German by birth, some thirty years ago, and has always commanded a liberal and influential circle of patrons in consequence of the unsurpassed quality, cut, and workmanship of the various garments emanating from the establishment. He, with his two sons, Fred and August Sauthoff, who are both familiar to this city, compose the firm, which is noted for the marked good taste displayed in the selection of their stock, affording their customers an assortment from which to choose for either dress or business suits not excelled by any contemporary concern. The premises occupied are very attractive and commodious, 33x75 feet in dimensions, and in addition to the extensive variety of gents furnishing goods, hats, caps, etc., carried, the stock consists of fine cloths, cassimieres, worsteds, diagonals, and suitings in every variety of the latest styles of the day in stripes, plaids, checks, mottled and other figures, which are made up to order at prices most moderate and in the latest fashions. To those who desire a high grade of custom-clothing, this house commends itself as one that may be implicitly relied on to furnish only such garments as shall rank superior in every respect, its long and successful career being the best possible proof of equitable and honorable dealing.

DeWitt Ramsay, Wholesale and Retail Dealer in Heavy and Shelf Hardware, South Corner of Congress and Pinckney Streets.—The growth of the business has been in harmony with the progressive spirit of the age, is that of Mr. DeWitt Ramsay, who, during his long and active mercantile career, has always occupied an influential position in the commerce of Madison. Mr. Ramsay is a native of New York State, and, on becoming a resident of this city in 1866, in company with Messrs. Vroman and A. S. Frank, organized the business to which, in 1878, the firm of Frank & Ramsay succeeded, and of which Mr. Ramsay has been the sole proprietor since 1888. His successful career furnishes the type of the enterprising, painstaking merchant, and aptly illustrates the fact that the discriminating public are ever ready to accord their liberal support to those appreciating their wants and honestly endeavoring to supply goods of the first quality at reasonable prices. The spacious store, occupying two entire floors, 33x100 feet in dimensions, with the commodious counting room and private offices in the rear, has been a center of the sale of hardware, to which all the leading manufacturers in the country have contributed. The business conducted is both wholesale and retail, and Mr. Ramsay numbers among his permanent customers many of the representative hardware houses in all parts of the State. In the mechanical department, skilled workmen only are employed, and in which all contracts for sheet-metal work, such as roofing, guttering, spouting and architectural iron-work, are promptly executed, which for quality, durability, and general excellence cannot be surpassed. Personally popular, and universally respected, Mr. Ramsay, as a business man of enterprise, liberality, and sterling integrity, is well worthy of the full measure of success which has attended his well-directed efforts.

Charles N. Haynes, Dealer in Boots and Shoes, No. 22 Millin Street.—Prominent among the active and energetic business men of Madison, count among his number few better known or more highly respected than Mr. Charles N. Haynes, who, although established in the trade as recently as 1885, has succeeded in building up a patronage reflecting the highest credit upon his equitable methods and honorable dealing. His spacious store, 33x80 feet in dimensions, is conveniently situated in the heart of the business centre, and is finely appointed and provided with all the recent conveniences for his customers. His stock of boots and shoes for ladies', gentlemen's, and children's wear, is new, and to its completeness all the leading manufacturers of the country have contributed. In the face of the strongest competition, the reliable and stylish goods carried by this house have steadily won their way with those appreciating first qualities and liberal prices, coupled with polite attention. Mr. Haynes is a native of Massachusetts, and, since casting his lot in this busy and thriving city, has won the confidence and esteem of all with whom he has been brought in contact.

A. Van Deusen, Dealer in New and Second-Hand Household Goods, No. 6 South Carroll Street.—Mr. Van Deusen, who was born in Canada, and has been resident of this city for the latter seven of which he has been actively engaged in mercantile pursuits, in which he has always maintained a leading position, and has attained a success such as is only accorded to those whose transactions have been conducted upon the strictest principles of mercantile probity. He occupies an eligible location, where more than 4000 feet of floor surface is required in the display of his stock, which in its selection shows evidence of good taste and ripe experience in the business. The departments devoted to new and second-hand furniture are kept perfectly separate. To the completeness and variety of the former all the leading manufacturers of the country have contributed, while in the latter the greatest bargains may frequently be met. Mr. Van Deusen is an active, enterprising gentleman, well regarded in social and commercial circles for his strict integrity and honorable dealings, and has always conducted his business on the principle that his individual, unaided efforts have placed his house upon its present prosperous footing.
A. B. Van Cott, Jeweller, and Dealer in Pianos and Organs, Van Cott Block, North Side Capitol Park.—The name of Van Cott is one that is as widely known in the development of Madison's mercantile interests as it is universally respected in business circles. Since establishing his business some five years ago, the house of Mr. A. B. Van Cott has had a permanent and steady growth, whose proprietor has recognized the fact that, in these days, when people of every grade of life are demanding the enjoyment of what were once luxuries but are now necessities, the observant and enterprising business men who zealously endeavor to furnish goods of the best qualities at reasonable prices, are sure of success. He occupies a handsomely-fitted-up and spacious store, 25x80 feet in dimensions, eligibly and centrally located on the north side of the Capitol Park, in the Van Cott block, where he displays one of the finest stocks of jewelry, diamonds, watches, silverware, etc., to be found anywhere in the city. All the goods are fresh, quoted at reasonable prices, and of superior beauty in style and finish. Repairing of watches, jewelry, etc., is promptly attended to, practical and experienced assistants being employed. Pianos and organs of all the celebrated manufacturers of the country also find a place in his comprehensive stock, and in which, having the best of connections and superior facilities for obtaining the finest class of instruments, he is prepared to offer inducements difficult to be obtained elsewhere. This house has long done one of the best classes of trade in Madison, and besides the large patronage from its citizens, it has been noted for the business centre here by wealthy and prominent visitors to this city, and is in every respect a representative house—a credit alike to its proprietor and to the city of Madison.

Mr. Van Cott came West in 1846 from New York City, having been fifteen years in business there. He first went to Milwaukee, then came here, and began business as a jeweller. He bought Mr. Kirby's stock of jewelry, then bought the block, and also a branch store in Chicago, in the jobbing trade.

Alford Brothers, Laundry; Works, No. 109 State Street; Office, No. 3 East Main Street.—In the laundry business in this city, an enterprise, which by reason of able and equitable management, has attained proportions of great magnitude within a comparatively brief period, is that of Messrs. Alford Brothers. Although established in 1884, the steady development of their trade already necessitates the use of two large wagons, and the employment of a large force of workmen in their spacious building, 44x160 feet in dimensions at No. 109 State Street. The premises are fitted up with every modern appliance, and operated by steam power, supplied by a fifteen horse-power engine and boiler, while their facilities enable them to deliver on time the largest lots of household, hotel, steamer, or railway-sleeper, washing, every article thoroughly cleansed, and of normal color. Fine work is their specialty, and in collars and cuffs they have no superiors. Few are better or more widely known in Madison than the gentlemen composing the firm—Messrs. J. A. B. Walter and Frank Alford, the two latter born in this city, the former in New York State. They spare no pains in maintaining the deservedly high reputation of their house. The central office is at No. 3 East Main Street, where these gentlemen are also conducting an extensive and popular tobacconist establishment.

James Ledwith, Manufacturer of Light Top Buggies, Phaetons, and Sleighs, No. 211 East Main Street.—Since the organization of this house in 1864, under the style of Bird & Ledwith, they have occupied an essentially leading position in this line, and the best indorsement of their vehicles is to be found in the fact that they have successfully withstood the severest competitive trials, and are to-day in constant demand whereveron introduced. Mr. Ledwith is a native of Ireland, having resided in this city since 1893, and since September, 1885, has been the sole proprietor. The spacious factory 35x80 feet in dimensions, is completely equipped with the most approved machinery and appliances, especial care being taken to employ only the most skilled labor, and to use in the construction only the best seasoned woods. Mr. Ledwith's long experience has enabled him to introduce many improvements which has given the productions of his factory an enviable reputation in the trade and among experienced buyers. In brief, those desiring well-made, substantial and durable light-top buggies, phaetons, or sleighs, at reasonable prices may confidently place orders with this house, and rely upon receiving a vehicle which will fill every possible requirement. To promptly fill orders, a large variety in all the latest styles is kept constantly on hand. Mr. Ledwith occupies a representative position in the trade, and his recognized integrity has secured for his house the confidence of the business world.

C. W. Friedrich, Dealer in Foreign and Domestic Dry Goods, etc., No. 15 Pinckney Street.—The merchants of Madison have the reputation of being men of more than ordinary business capacity, judgment, and enterprise, among whom the lengthy career of this house, dating back to 1877, furnishes an illustration in point. During the intervening years Mr. Friedrich has steadily retained a leading position in the trade, his lengthy practical experience with whose every phase is the surest possible guaranty to the public, that, at his house, they can best meet with that careful attention, and secure the most desirable bargains in all kinds of foreign and domestic dry-goods, notions, and gents' furnishing goods, for which he has so long been famous. Mr. Friedrich is personally conversant with the markets, and fully appreciates the wants of his trade, while the command of ample capital enables him to outfit all competitors, and to-day, his finely-appointed and spacious store, 20x80 feet in dimensions, presents one of the most complete and best selected stocks in the city. A German by birth, Mr. Friedrich has resided in this city for the past twenty years, and is the type of the successful, self-made man, whose close application to business, honorable dealings, and thorough integrity in all transactions have formed the basis upon which he has built up his representative house.
New York Store, Wm. G. Pitman, Manager, Dry Goods and Carpets, Main Street, between Vilas House and Park Hotel.—This house is the direct successor to the old firm of Klauber & Adler, which was established more than thirty years ago, and which has been conducted under the above title for the last seven years. The spacious building was erected three years ago, especially to meet the requirements of the firm, and is an imposing brick edifice, 30x100 feet in dimensions, and fully equipped with all the latest modern conveniences, the first floor being devoted to general dry-goods departments, including dress goods and silks; the second floor to carpets, and the basement to storage of reserve stock. To enumerate the extensive display would be quite superfluous, the stock being complete in all its departments, and one which would be a source of credit to any city. Courteous attention is shown to all, the goods represented exactly as they are, and have but one price, while the firm never allows itself to be undersold. An indication of the enterprise of the house lies in their recent announcement that to accommodate their patrons they, at their own expense, will procure from the larger cities full lines of samples of any goods not kept in stock, charging therefor simply the original first cost. The house is under the efficient management of Mr. Wm. G. Pitman, a gentleman who, though born in Massachusetts, has resided in this city for the past thirty-one years, and who brings to bear an experience of twenty-five years' duration in the business. He has devoted himself assiduously to the discharge of his duties, and by his energy, enterprise, and strictly honorable dealing has materially advanced the interests of his house.

D. Clark, Furniture, No. 118 Main Street.—It is a pleasure to note the long-continued successful career of Mr. D. Clark, who is seventy-four years of age, and than whom none have maintained a more enduring reputation for the equitable methods of his house. Mr. Clark is a native of New York State, and a resident of Wisconsin of over fifty years' standing, during forty of which he has been actively engaged in the furniture trade, having taken a justifiable pride in leading both in novelty and originality of styles, and elegance of design, beauty of finish and solidity of workmanship. His spacious store and warerooms, 35x100 feet in dimensions, contains as complete a stock of furniture as one would wish to see, including parlor and chamber suits in all the leading and most fashionable designs, a great variety of upholstered goods unexcelled for elegance, quality of materials, and workmanship, as well as a full assortment of dining-room and kitchen furniture. Possessing every facility, Mr. Clark is prepared todispatch promptly and at reasonable prices any orders in his line, even to fitting out entire private residences, club-houses, hotels, flats, public institutions, steamers, etc. By his courteous manner, strict honor and probity, he justly merits the success which by his energy, enterprise and perseverance he has attained. He has permanently established a position in the trade, which renders his house an especially interesting feature of Madison. Mr. Clark is the oldest furniture dealer between Lake Michigan and the Pacific coast.

Boley, Hirrichs & Thompson, Dealers in Staple and Fancy Dry Goods; Agents for White's Sewing-Machine, Fairchild's Block, Main Street.—The house of Boley, Hirrichs & Thompson has, since its organization four years ago, held a commanding position among the leading dry-goods firms of this city, occupying a finely-appointed and spacious store, 25x100 feet in area, in Fairchild's Block. It is conveniently divided into departments, each complete within itself, the most thorough system is observable throughout, and it is constantly thronged with buyers and visitors. The stock embraces everything appertaining to the retail dry-goods trade, such as dress goods of all kinds, from silks and velvets down to prints, cloths, cassimieres, suitings, etc.; hosiery, underwear, notions, furnishings, and fancy goods. Both the imported and domestic goods are purchased direct from first hands, and under arrangements which ensure the best qualities at the lowest prices. The firm are also agents for the "White" Sewing-Machines, which are acknowledged to have no superiors, and few, if any, equals in the market. Durable, light-running, and of capacity to perform all kinds of work, they possess all the essential qualities of a first-class machine, while the price is much lower than that of any of their competitors. The success of this house has been brought about by the exercise of ability, energy, and integrity, combined with a strict adherence to mercantile honor.

Christian Dick, Importer and Dealer in Wines, Liquors, and Mineral Waters, Nos. 225 and 226 State Street.—The house of Christian Dick affords a fitting illustration of what can be achieved by an energetic establishment conducted on the strict principles of fair dealing and probity. Mr. Dick is a native of Germany, who some seventeen years ago came to this country, and in 1873 established himself in business in Detroit. Three years later, however, recognizing the wide field and superior advantages offered by this city, he removed his business to Madison, casting his lot with the active and enterprising merchants for whom this city is noted. This house is one of the best known receivers in the West of fine whiskies, and is likewise an extensive importer of foreign wines, gins, and brandies, and a dealer in all the mineral waters of an established reputation. Mr. Dick is also the agent for the famous Schlitz Brewing Co.'s lager beer, so largely consumed by the best class of retail trade throughout this country. His spacious double store, 50x70 feet in dimensions, is finely fitted up, and contains a large and comprehensive stock, while Mr. Dick numbers among his permanent customers the leading retailers in all parts of the State. This house is especially popular as a depot for supplies for private residences, a specialty with Mr. Dick. He devotes Mr. Dick is a prominent and respected citizen and is highly regarded both as an enterprising and reliable merchant, and an upright, private citizen.
W. W. Warner, Pianos, Organs, and Musical Merchandise, No. 27 West Main Street.—Pianos and organs are among the few articles of commerce in the purchase of which buyers must, of necessity, rely almost implicitly upon the integrity of the dealers, and it therefore becomes a matter of the most vital importance to patronize those dealers only whose reputation and standing in the community furnishes a perfect guaranty of their reliability. Pre-eminently such a house is that of Mr. W. W. Warner, whose spacious salesrooms, occupying two entire floors, each 25x110 feet in dimensions, have become the recognized centre in Madison for pianos, organs, and general musical merchandise. Mr. Warner is a native of Pennsylvania, and after an extended experience with the Kimball Musical Instrument Co., Chicago, established himself in business in this busy and thriving city some twelve years ago, and has occupied his present eligible location for the last two years. The large stock of first-class pianos, organs, and musical merchandise carried affords an unparalleled opportunity for people of a limited income to obtain an instrument that will suit them, and which, coming from the factories of the most reliable manufacturers of the country (a "leader" is the Hallett & Davis piano), offers every guaranty that the piano or organ, as the case may be, will give entire satisfaction. A full line of small musical instruments is also carried, as well as a select stock of sheet music. His establishment in its appointments is an attractive one, and gives ample proof of the large trade which has been developed, and to which the honorable and liberal basis upon which patronage is sought has materially contributed. Mr. Warner buys his organs in carloads only for spot cash, and his guarantee is ample and his responsibility unquestioned.

M. J. De Wolf, Art Emporium, No. 2 Carroll Street.—Nothing points so much to the advancement in taste and refinement in a community as the establishment within it of houses devoted to the sale of goods comprised under the title of the fine arts. The leading house in this city is that of Mr. M. J. De Wolf, who is a native of Michigan, and has been established in this city for the last ten years. The premises occupied are very convenient and handsome, and comprise a spacious double store, 50x75 feet in dimensions, while the stock carried is of the most recherché character, embracing oil paintings, engravings, pastels, fine picture-frames, etc., and a full line of artists' materials. A handsome as-sortment of photo-engravings and photo-gravures is to be seen here of the most celebrated works of eminent painters of both the old and new schools, which are imported direct from the leading houses of London, Berlin, and Paris. Mr. De Wolf is a connoisseur in fine arts, and makes a specialty of fine picture-framing. His engravings and pictures are purchased direct from the most famous European studios, and the latest novels in photos are obtained immediately they are ready for the trade, while in regard to prices the long-established reputation of the house is well known as the cheapest emporium in the city at which to obtain this class of fine art subjects. Mr. De Wolf has brought to bear on this enterprise sound judgment, tact, and energy, backed by experience and capital, which advantages have enabled him to meet the wants and demands of his critical trade. Send for illustrated catalogue of artists' materials and studies.

RACINE.

The city of Racine, the county seat, and the second city in the State as regards prominence, wealth, population, and enterprise, is eligibly situated at the mouth of the Root River and on the shores of Lake Michigan, presenting a fine appearance from every point of view.

The history of Racine from its first inception in 1835, is of the most interesting and gratifying character. The settlement at the mouth of the Root River was begun in 1835, at a time when the territory of Wisconsin was formed from a portion of Michigan. There was already a small farming population in the neighborhood, and, in the following year a post-office was established, roads were opened, and by 1838 there were no less than 2054 inhabitants in the county. The settlement of Racine was still small, but thrifty, numbering 237 inhabitants in 1840. The following year the village of Racine was duly incorporated, and in 1844 there were 1100 inhabitants, numerous large stores, and quite a brisk lake trade. The first steamer entered the harbor in that year, an event as memorable as auspicious of the future prosperity of the place.

By 1847 the population had grown to 3004, and many new business enterprises were started. A regular boom set in, and the following year Racine was duly incorporated as a city, and has during the intervening period made solid, legitimate progress in keeping with her location, facilities and resources, and in every way worthy of the happy title of "The Belle City of the Lakes." Her growth was rapid after incorporation, the recorded population in 1849 being 4003, which in 1850 had increased to 5111. Her leading citizens were busy with projects calculated to increase her