

MILWAUKEE



**A MARVEL OF INDUSTRIAL
GREATNESS.**

**AN ACKNOWLEDGED
CONVENTION CENTER.**

A REAL SUMMER RESORT.

**300,000 PROSPEROUS AND
CONTENTED INHABITANTS.**

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With the Compliments of

MILWAUKEE



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Citizens' Business League

SUITE 40
SENTINEL BUILDING

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MILWAUKEE CITY HALL.

Author

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MARVELOUS IN ACHIEVEMENT.

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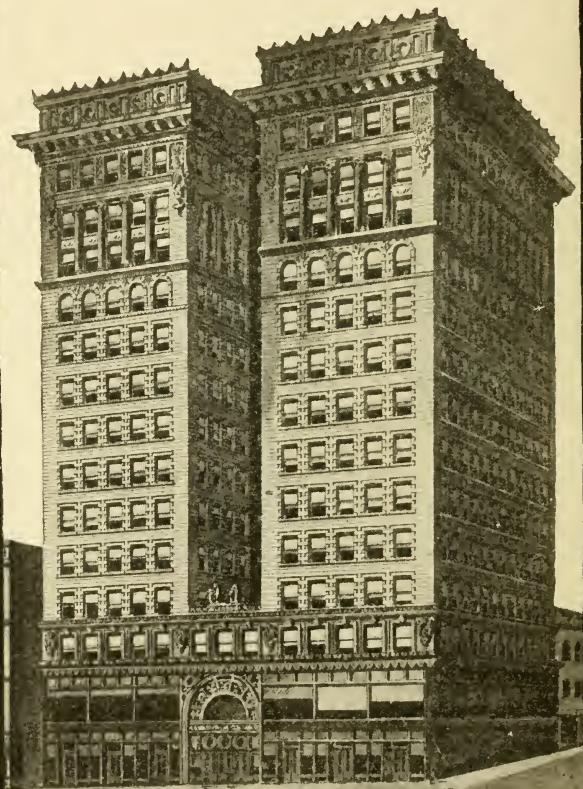


MILWAUKEE, the metropolis of the State of Wisconsin, is a wonderful combination of all the conditions and elements that go to make a city alike great as an industrial and commercial center, healthful as a permanent abiding place, and attractive to those in search of recreation and pleasure.

Endowed by nature with the choicest of situations, Milwaukee has, from time immemorial, been the delight of people of every class as a home center—from the red man who camped on the beautiful wooded bluffs overlooking the blue waters of grand old Lake Michigan to the the man of affairs of the twentieth century who looks out upon the same beautiful vista, but from palatial residences erected on the same bluffs.

With the western march of civilization, early settlers were quick to discover in Milwaukee a site destined to become foremost among cities. Marquette visited the natives here in 1673. After him came trappers and explorers. Here Solomon Juneau, the fearless, tactful Indian trader, first established a village which needed only the start to thrive and grow at a marvelous rate. Since those early days, Milwaukee has had an existence of more than fifty years as a chartered city, has attained a population of 300,000 people, become one of the most prosperous manufacturing centers in the world, and set a pace for rapid and substantial progress that is fast out-distancing neighboring communities.

The conditions that have made Milwaukee famous as a beautiful city have contributed to its marvelous achievements in commerce and productive industries. Milwaukee bay is a natural harbor for the largest craft afloat. Coursing through the city and dividing it into three great divisions are the Milwaukee, the Menomonee and the Kinnickinnic Rivers, which afford miles of the finest dockage to be found at any port along the great lakes. These rivers secure to Milwaukee invaluable marine transportation facilities which inland cities and other less favored lake ports must always be denied.



WELLS BUILDING.
HOME OF MILWAUKEE ATHLETIC CLUB.

ACKNOWLEDGED CONVENTION CENTRE.



MILWAUKEE is the "Bright Spot" convention city of all America. It enjoys a fame as a convention center second to no other in the world. Milwaukee is the Mecca of hundreds of thousands of convention visitors annually. From the dawn of each new year until its close, conventions—National and State, great and small—follow in close succession in Milwaukee. There is hardly a week in the year when special railroad rates are not effective to Milwaukee from various parts of the country, because of the meeting here of various national organizations. In the summer months, the hey-dey of excursionists, conventions assemble here in such close order that it frequently happens that there are from three to four organizations, separate and distinct, meeting here at the same time. And there is room and a greeting for all of them. Never is there a diminution of the welcome to every guest within the city's gates, from the formal presentation of its keys by the municipality to that of its humblest citizen.

All things have combined to secure for Milwaukee its unparalleled reputation in respect to conventions. Dame Nature predestined this as a rendezvous for pleasure-seekers and has showered us with her bounty in beauty of location and environment, in the delightfulness of our climate and the health-giving qualities of the soil and atmosphere. Enterprise, energy and capital took up the work so well begun and has created a city of handsome streets and residences; a galaxy of parks; artistic and stately public buildings, including federal, city and county structures; an art gallery; a public library and museum, and countless private institutions, all of which help to give Milwaukee a reputation for the things that contribute to enduring greatness in business, in education, in aesthetics, in civic stability and in home building.

As a bidder for conventions, Milwaukee is particularly favored in those indispensable requirements of central location, easy access and hotel accommodations. In all these respects Milwaukee has no superiors, or even peers. Situated in the heart of the continent, with unequalled rail and water transportation facilities, it has been demonstrated countless times that Milwaukee conventions are always banner conventions in point of attendance. No



SCENE ON MILWAUKEE RIVER.

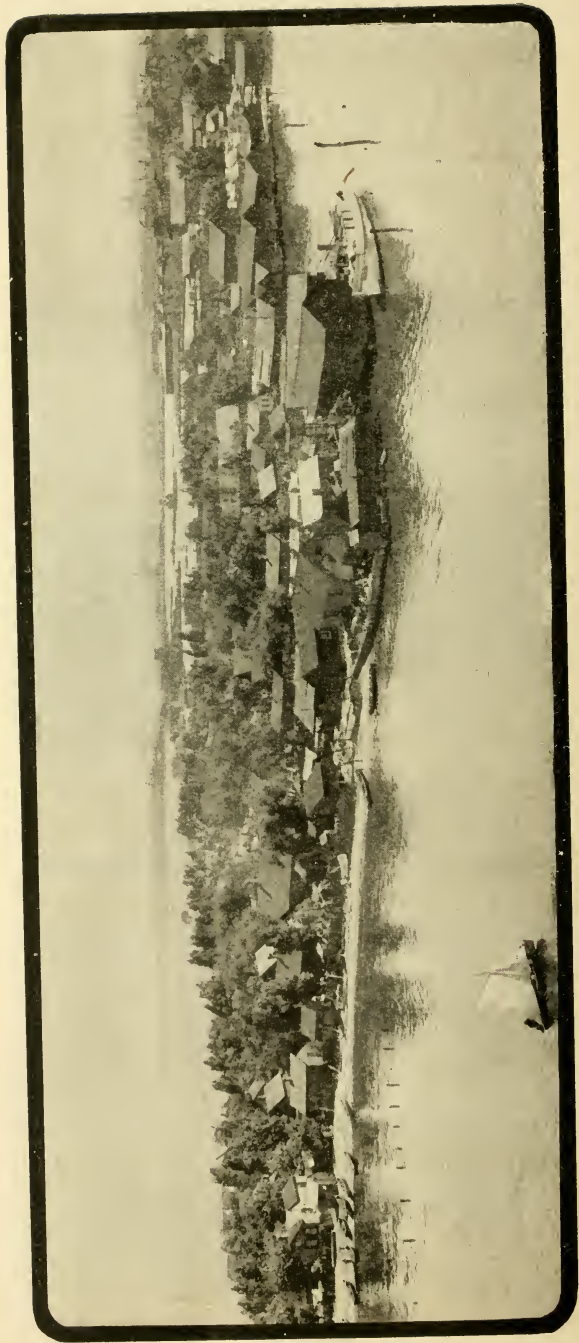
hotels, collectively or individually, have a better reputation for the reception and care of large numbers of visitors than those of Milwaukee. They are many in number, exquisite in their appointments, unexcelled in their cuisine, and managed with particular reference to the greatest comfort and pleasure of the largest number of guests. Complaints of extortion, crowding and ill-treatment are never made concerning Milwaukee hotels.



INDUSTRIAL EXPOSITION. — CONVENTION HALL.



GLIMPSE OF PROSPECT AVENUE.



JONES ISLAND—QUAINT HOME OF FISHERMEN.

A REAL SUMMER RESORT.

THERE are summer resorts and summer resorts. Milwaukee is the real kind. A place where all the delights of a close contact with nature in all its varied charms is possible, where the temperature ensures rest and exhilaration with none of the fearful extremes that characterize the southern states from which so many summer tourists come. With these great advantages is the additional one of the "comforts of home," such as only the great hotels of a city can provide. Equipped as Milwaukee is with every necessary adjunct of a summer resort, the claim is well made that here, of all places in America, is the place to come for summer recreation.

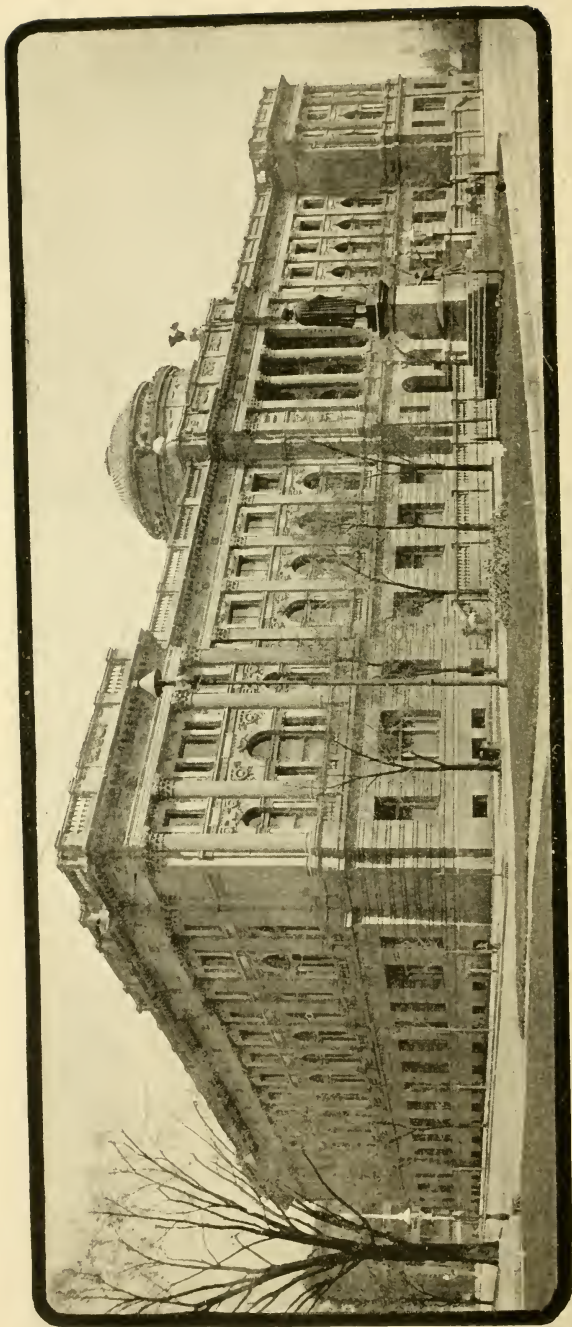


MAIN BUILDING NATIONAL SOLDIERS' HOME.

Of our climate, which really constitutes the great consideration with visitors from the overheated portions of the country, we have the United States Weather Bureau to cite the facts.

Dr. W. M. Wilson, Section Director of the Bureau for Milwaukee, tells the story as it is.





MILWAUKEE PUBLIC LIBRARY.

DR. WILSON ON MILWAUKEE WEATHER.

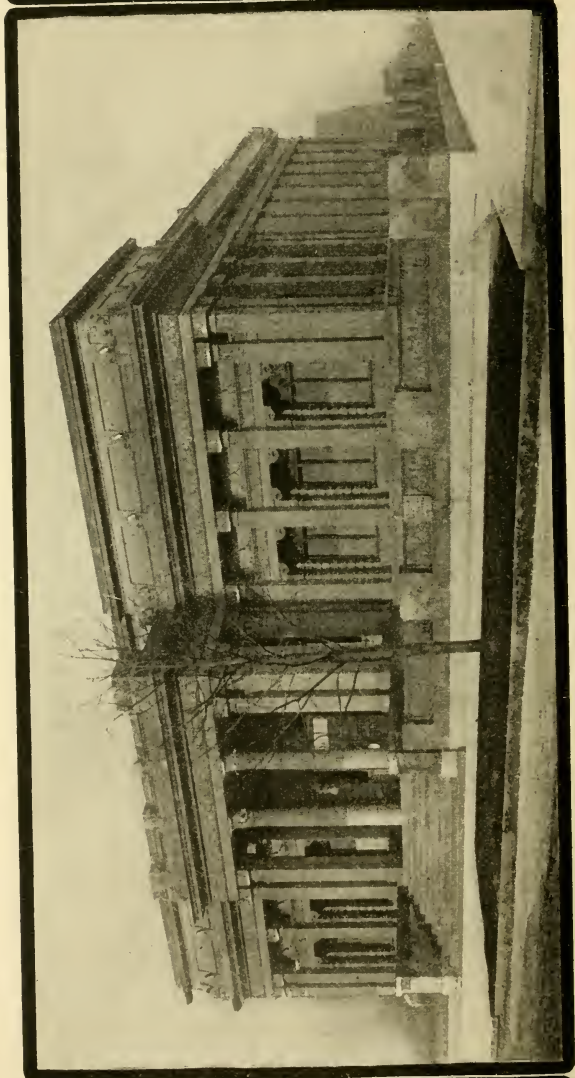
NATURE has allowed to no one place a monopoly of ideal weather the year round. Everywhere, some part of the year, is either too hot or too cold; too dry or too wet; too changeable or too lacking in variety. The climate of Milwaukee is no exception to this rule; but whatever may be said about the winter weather, all who have been so fortunate as to spend a summer on the shore of Lake Michigan, will agree that there are few other places where so much actual comfort can be gotten out of the same amount of weather in the same length of time as right here in the Cream City.

It is true that in the early spring, when the ice is on the lake, the easterly winds are a little trying, but when summer is fairly on and the inland cities begin to bake and sizzle and fry, and their shirt fronts grow flabby and their collars wilt under a temperature of 95° to 100° in the shade, Milwaukee dons her starched linen, sits on the lake front and fairly revels in the cooling breezes from old Michigan.

Those breezes which contribute such comfort in the heat of the day also ensure cool and refreshing nights such as are not enjoyed at points distant from the lake. It is no wonder that, living under such favorable climatic conditions, Milwaukee is known for its low percentage of deaths.



MILWAUKEE YACHT CLUB.



LAYTON ART GALLERY

WHY MILWAUKEE IS COOL IN SUMMER.

Milwaukee is located on the west shore of Lake Michigan, and when the wind blows from any easterly point it brings the air directly from the lake, which in summer is always cooler than the land. The delightful, invigorating freshness of this lake breeze must be experienced to be fully appreciated. Clear, pleasant and cool weather also prevails in Milwaukee when the winds come from the west and northwest, for these are the clearing-up directions and bring down the cooler air from the more northerly latitudes.

There is then only one direction from which hot weather may be expected at Milwaukee, viz., the southwest, and the heat of this southwest wind is tempered somewhat by mixing with the cooler air as it moves northward. As the southwest wind is due to the passage of a storm center along the Canadian border, and as these storm centers move rapidly, thus causing the direction of the wind to change, it is a rare thing for the wind to blow continuously from the southwest more than a few hours at a time.

For the month of May the wind blows from the cool directions 81% of the time; June 80%; July, 77%; August, 73% and September, 67%.



EXTREMES, NOT AVERAGES, THE IMPORTANT THING.

Two weeks of extremely hot weather will frequently spoil the most elaborately planned outing, and therefore the most important thing to consider when looking for a place for a summer residence or an outing is not so much the average temperature, so it be somewhere between 60° and 70°, as to the liability of encountering one of those terrific hot spells like July, 1901, which makes one wish he had stayed at home.

The following little table, taken from the records of the U. S. Weather Bureau, shows the kind of weather experienced in Milwaukee during the hot wave of July, 1901, as compared with other cities, and may fairly be taken to represent the conditions that nearly always prevail under similar circumstances.



FROM LAYTON ART GALLERY.

DAILY MAXIMUM TEMPERATURES, JULY 10TH TO 25TH, 1901.

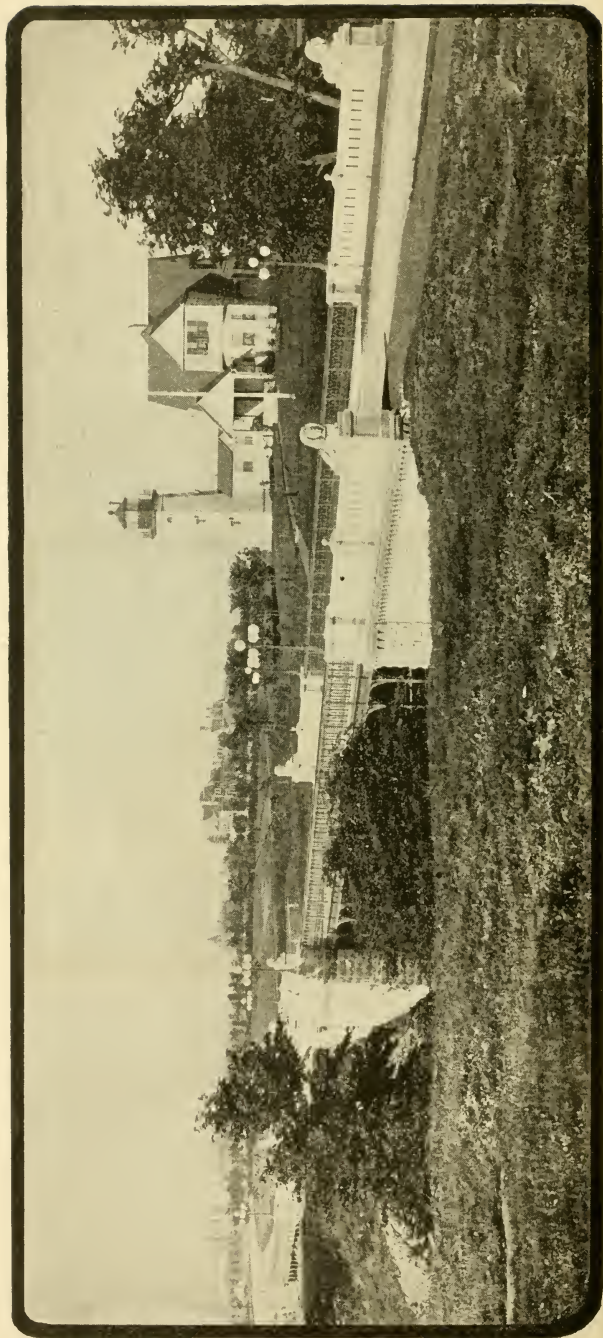
JULY,	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	22.	23.	24.	25.
Milwaukee..	87	78	77	81	81	82	88	89	83	81	100	90	85	79	84	78
Kansas City	101	102	104	99	102	102	101	100	99	100	103	104	106	103	106	100
Saint Louis.	104	104	102	96	89	97	100	98	98	100	106	107	106	107	99	99
Des Moines..	101	100	102	102	99	100	97	98	94	98	103	104	99	100	107	101
Cincinnati..	93	100	88	89	90	96	97	95	90	90	94	100	105	95	100	94
Minneapolis	81	86	90	98	98	92	92	92	89	96	102	95	95	101	101	86

It will be noted that during this period the temperature at Milwaukee did not exceed 90° except on one day, the 20th, when it reached 100°. On that day the wind came fairly from the southwest, bringing with it the heated air from the southwestern states, and the mercury climbed steadily till about two P. M., when the wind shifted and the temperature fell rapidly to 72° by 7 P. M. The evening was cool and pleasant. This is practically the history of every hot day in Milwaukee.



GRAND AVENUE BOULEVARD.

With a southwest wind the temperature rises, but a change in direction brings the cooler weather, which we only appreciate the more from having had a taste of the hot. Just twice has the temperature reached 100° at Milwaukee in the past 31 years, so that the possibility of encountering a hot day in the Cream City is exceedingly limited. There may be other places which have an equally fine summer climate, but for genuine comfort and healthfulness the summer climate of Milwaukee is not excelled.



ENTRANCE TO LAKE PARK.

TRANSPORTATION FACILITIES.

MILWAUKEE is easy of access from all points of the North American continent via leading railroad trunk lines and their connections, and also the leading steamship lines of the great lakes.

Milwaukee is the legal home, and one of the principal points on the great system of the Chicago, Milwaukee and St. Paul Railway. From Milwaukee as a center extend many of its branches tapping the gateways to the east, south, southwest and northwest. Its diverging routes out of Milwaukee reach the leading resorts in and about the city.

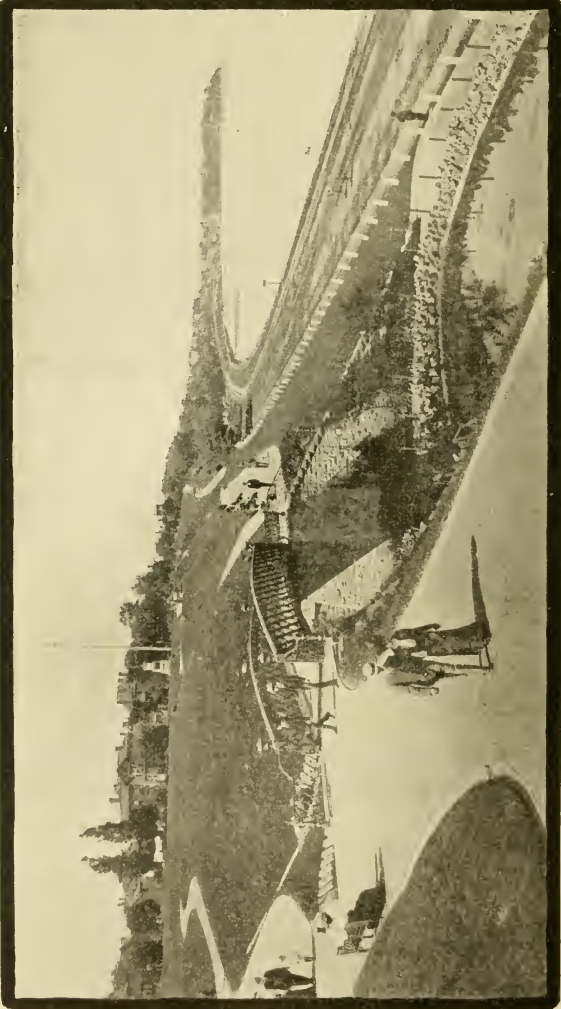
The Chicago and Northwestern, another of the famous railway systems of America, claims Milwaukee as one of its leading freight and passenger



CHICAGO, MILWAUKEE & ST. PAUL R. R. STATION.

traffic centers. From its beautiful station on the lake shore go out daily trains to all parts of the west, northwest and south, connecting with the trunk lines to points throughout all America.

The Wisconsin Central Railroad is a distinctly Milwaukee and Wisconsin system, with southern termini at Milwaukee and Chicago, Ill. It penetrates the east, central and northern parts of the state, with main lines extending to St. Paul and Minneapolis, Minn., and to Ashland, Wis., with branch lines tapping the great iron mining districts



JUNEAU PARK, FOOT OF WISCONSIN STREET.

of Northern Wisconsin. Along the Wisconsin Central system are many summer resorts that attract thousands of summer tourists who pass through Milwaukee en route to them.

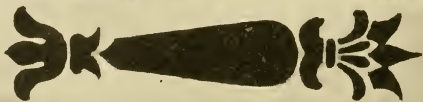
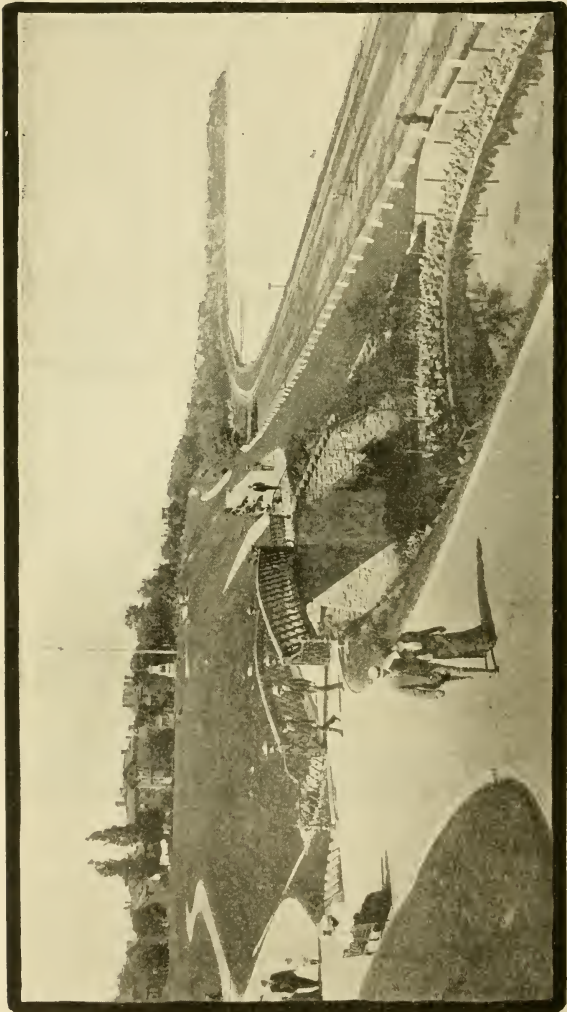
Milwaukee is the western terminus of the Pere Marquette line, which is known as the Michigan Railroad, and is a recent consolidation of the Flint and Pere Marquette, the Chicago & West Michigan, the Detroit, Grand Rapids and Western, and the Saginaw, Tuscola and Huron railroads, traversing Michigan at all points north, south, east and west. Between Milwaukee and Ludington, the Pere Marquette Railroad maintains a daily service of passenger and freight steamers the year around; and during the summer season, daily service between



CHICAGO & NORTHWESTERN RY. STATION.
FACING LAKE AND JUNEAU PARK.

Milwaukee and Ottawa Beach, both routes operating in connection with the rail service leading to Detroit, Toledo, Port Huron and all points east.

The Goodrich Transportation Company operates a palatial line of steamers along the west shores of Lake Michigan, from Chicago and Milwaukee north, by way of Manitowoc, Green Bay, Marinette, Gladstone, and as far north as Mackinac. The summer excursion business of the Goodrich system attains great proportions, daily excursion boats being run in both directions between Chicago and Milwaukee, including the famous "Whaleback" Christopher Columbus, the Virginia, and a fleet of other beautiful and substantial boats.



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GROUP OF MILWAUKEE HOMES.

The Barry Line of Steamers operates between Chicago, Racine, Milwaukee and points north along the lake shore.

The Crosby Line of Steamers operates two steamers in the daily service between Milwaukee, Grand Haven and Muskegon, Michigan, in connection with the Grand Trunk Railway system, which reaches all points east.

The Northern Steamship Company has included Milwaukee in its summer route from Buffalo to Chicago, and twice each week the palatial steamers "Northwest" and "Northland" stop at this point with passengers up and down the great lakes.



S S. "NORTHWEST."

The Lake Michigan and Lake Superior Transportation Co. operates passenger steamers, leaving Milwaukee every Thursday during the summer for St. Ignace, Mackinac, Sault Ste. Marie and other northern resorts.

The South Haven Co. has a daily line of steamers from Milwaukee to South Haven, running in connection with the Michigan Central Railroad to points east and south.

In addition to these transportation companies, all of which do an immense passenger as well as freight business, the great trunk lines of the east, such as the New York Central, Erie, Lehigh Valley, Lackawanna, Pennsylvania, Baltimore and Ohio, Canada-Atlantic railroads, own and operate immense fleets of steamers which make Milwaukee one of their important western ports. As a result of the excellent harbor and shipping facilities, Milwaukee has become one of the greatest coal distributing centers of the central and western states.



There are many theatres, summer gardens and similar amusement resorts that help delightfully to while idle hours away.



GROUP OF PUBLIC STATUES.

POINTS OF INTEREST.



IT would be impossible to enumerate all the points of interest in and about Milwaukee which are pleasing and instructive to visitors. They are of easy access from the down-town districts and many of them within walking distance from the hotels. A mention of a few will suggest others.



Parks are always favorite spots. Milwaukee has them—many in number, all of them the choicest of nature's breathing places. While the park system of Milwaukee is not yet in its teens in years, it rivals that of cities twice its age. The policy has been to provide for the people many small parks, in all parts of the city, rather than a few which would of necessity be remote from certain sections and enjoyed by only the chosen few. First and foremost is Lake Park, to the north of the city, occupying a mile stretch of the high bluffs overlooking the lake and approached by a boulevard from the center of the business district, adorned with foliage such as is seldom seen in great cities and remarkable for the number of palatial residences that face it. Other parks are Riverside, Washington, Sherman, Mitchell, Kosciusko and Humboldt. In addition to these are many little ward parks, gems of their kind. Both railway stations in Milwaukee face parks of this character.



The National Home for Dependent Soldiers and Sailors is famous as one of the most beautiful and best conducted institutions of its kind in the United States and is reached by a twenty-minute ride by two lines of street railway.



The Layton Art Gallery, given to the city with a permanent endowment by Frederick Layton, is recognized as one of the choicest art repositories in the country. It is of Thomsonian Greek architecture and contains nearly two hundred rare paintings, mostly modern, besides many beautiful pieces in marble. Art lovers find much of particular interest in the Layton Art Gallery.



SCENES FROM PARKS.

The Public Library and Museum Building, erected at a cost of nearly a million dollars, is a model of its kind. The Library contains 130,000 volumes and the Museum 219,732 specimens, embracing many private collections which have been gathered at great expense from all parts of the world.



Whitefish Bay, four miles north of the city limits, is regarded as one of the most beautiful spots on Lake Michigan. Here is located the Pabst Whitefish Bay Resort which is annually visited by hundreds of thousands of Milwaukee people and their visitors. Approaching Whitefish Bay is a drive of the same name which has become famous for its



scenic environments. Every afternoon and evening during the summer season may be seen along this drive hundreds of fashionable equipages, many of them en-route to the Country Club, which is half way from the city to the bay. Street cars also run at short intervals direct to Whitefish Bay. Here are served as at no other place in America the delicious Whitefish—planked and otherwise.



Jones Island, at the mouth of the Milwaukee River, is a quaint fishing settlement in much favor with those in search of the unique in character and customs. The United States Life Saving Station occupies an attractive section of the island.



PABST WHITEFISH BAY RESORT.

The City Hall, occupying a commanding position in the heart of the city and usually adorned with "Welcome" letters for some one or more conventions, is admired for its architectural beauty. From the tower of the building a wonderful panoramic view of Milwaukee and vicinity may be obtained.



The Wells Building, just erected, is regarded as one of the handsomest and best arranged office structures in America. The two top floors of the entire building are occupied by the Milwaukee Athletic Club which has a full quota of one thousand members. One floor and part of the basement is devoted to athletics and baths while another floor is reserved for social purposes.



Milwaukee is contiguous to many inland summer resorts which afford pleasant trips to summer tourists and residents. A trip to any one of them during the day and returning in time for dinner and the cool, refreshing nights that Milwaukee alone ensures is a source of changing scene and much delight.



All points in and about Milwaukee are easily accessible by reason of the splendid street railway system, operated by the Milwaukee Electric Railway and Lighting Company. It is no idle boast to say that in its construction, equipment and operation, the street railway system of Milwaukee is the best in the world. It embraces about two hundred and fifty miles of track, one-half of which is within the city limits of Milwaukee, the remainder reaching suburban points such as Cudahy, South Milwaukee, Racine and Kenosha on the south; Wauwatosa, West Allis, Waukesha and Waukesha Beach on the west; and North Milwaukee and Whitefish Bay to the north. The universal system of transfers prevails in the city limits and between the hours of 5 and 8:30 A. M. and 5 and 7 P. M., commutation tickets are sold at special rates for the accommodation of the laboring classes.



Hotels of Milwaukee



HOTEL PFISTER.



ST. CHARLES HOTEL.



PLANKINTON HOUSE.



KIRBY HOUSE.



HOTEL BLATZ.



REPUBLICAN HOUSE.



HOTEL ABERDEEN.



HOTEL ATLAS.



DAVIDSON HOTEL.



SCHLITZ HOTEL.



A FEW FACTS AND FIGURES.



MILWAUKEE has a population of 300,000.

Milwaukee is the greatest manufacturing city of its size in America.

Milwaukee offers better opportunities to manufacturers seeking new locations than can be found anywhere else in this country. In 1901 the city's manufactured products were worth \$200,438,786.

There were employed in Milwaukee factories in 1901 73,000 operatives, to whom were paid wages aggregating \$37,000,000.

Milwaukee's wholesale trade exceeds \$300,000,000 annually.

More working people own their homes in Milwaukee than in any other cities.

There are fewer labor disturbances in Milwaukee than in any other city of its size.

The assessed valuation of the city is \$165,224,887 and its bonded debt only \$6,075,250.

Milwaukee owns property valued at \$21,092,031.

Milwaukee has the greatest tanneries and breweries in the world.

Milwaukee has 54 public school buildings worth \$2,400,000, with several more in process of construction.

Milwaukee has seventeen miles of asphalt pavement, three of brick and two hundred and thirty-seven of crushed stone and gravel.



Bureau of Information.



The Citizens' Business League of Milwaukee is organized to attract to Milwaukee conventions, great and small, National and State, and to exploit the charms of Milwaukee as a summer resort.

A suite of offices is maintained in the Sentinel Building, where may be found full information concerning the City, its pleasure spots, its adjacent summer resorts, its industries—in fact everything relative to Milwaukee that an intending visitor or investor might desire for personal information.

All data of every kind will be gladly supplied for the asking.

Keep this little booklet and consult it when you are planning a pleasure trip. If you desire any special information regarding routes to the City, hotels, rates, etc., call at or address

Citizens' Business League,

40 Sentinel Building,

MILWAUKEE, WISCONSIN.

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