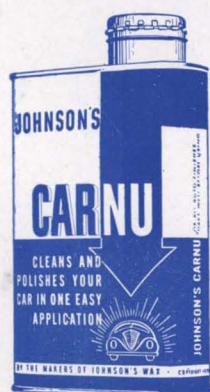


# ON MAIN STREET

Or on the Highway  
Your Car Looks New

WHEN  
YOU  
USE

## CAR-NU!



**Cleans  
And  
Wax-Polishes  
Your Car  
In ONE  
Easy  
Application**

ON SALE AT JOHNSON'S WAX  
DEALERS, SERVICE STATIONS  
GARAGES, AUTO PARTS STORES

**MADE IN RACINE**

BY THE MAKERS OF

## JOHNSON'S WAX

# CITY MAP OF RACINE



COURT HOUSE

Compliments

## Racine Association of Commerce

WISCONSIN'S SECOND CITY

On the Shores of



200 Rooms

## RACINE'S LEADING HOTEL

ABSOLUTELY FIREPROOF

DINNING ROOM, COCK-  
TAIL BAR OFF LOBBY

PRIVATE DINNING ROOMS AVAILABLE  
FOR WEDDINGS  
LUNCHEONS, DINNERS, MEETINGS, ETC.

*Pleasant Surroundings  
Refreshing Atmosphere*

NEXT DOOR TO EVERYTHING IN  
DOWNTOWN RACINE.

**Located on Highway 11, 20, 38, 42  
GARAGE NEARBY**



# RACINE ATTRACTIONS

You will enjoy yourself in Racine!

Wisconsin's second city in population, Racine has many firsts in attractions for its visitors, including:

A beautiful lake front on cool and blue Lake Michigan.  
A host of nearby inland lakes affording fine fishing, boating and swimming.  
One of the nation's finest outdoor swimming pools.  
Beautiful parks with three fine public golf courses and other recreational facilities.

An excellent zoo with a wide variety of animals.  
A wide diversity of well-known industries, many welcoming visitors.  
And the world-famed recently completed S. C. Johnson & Son office building designed by Frank Lloyd Wright, and recently featured in LIFE magazine.

Fine eating places, splendid shopping districts, excellent theaters and hotels, coupled with a spirit of cordial hospitality afford further attractions that will enable you to enjoy your Racine visit to the utmost. The following details about Racine will be of interest:

## HISTORY

Racine was founded in 1834 by Gilbert Knapp who had previously sailed into the mouth of the Root river as captain of a federal revenue cutter. Impressed by the fertility of the soil and the beauty of the site he persuaded a number of his friends to join him in making it their permanent home. Incorporated as a village in 1841, and as a city in 1848, the city grew steadily but never spectacularly. First it was a trading center for the nearby farming section and a shipping point on the Great Lakes, but with the coming of the Danes and other northern Europeans who were skilled artisans it quickly became the great manufacturing center that it is today.

## LOCATION

Sixty-five miles north of Chicago and twenty-five miles south of Milwaukee, on the shore of Lake Michigan, Racine has all the advantages of nearby metropolitan areas yet with the benefits of a smaller community. It is in the heart of a fertile truck and dairy farming region, and near the center of the great Middle Western area.  
Splendid highways and excellent rail, bus and other transportation facilities with hourly schedules provide quick and easy access to the city from all directions.

## COMMERCE AND TRADE

Racine, blessed with a good location, skilled and able workers, sound management and nearness to raw materials and markets is one of the nation's leading manufacturing centers. Known for the diversity of its industries and the scientific perfection of their products, Racine-made goods are used in every section of the world.

Nineteen thousand people are employed in Racine's 163 manufacturing establishments, and their yearly output frequently exceeds \$100,000,000. Among the many products manufactured are: farm machinery, automobiles and accessories, electrical equipment, shoes, leather and leather goods, trunks, malted milk, wax and polishes, furniture, cards and books, clothing, and iron, steel, brass, aluminum and malleable castings.

Racine's 956 retail stores handle merchandise of every description, and do an annual business of approximately \$25,000,000. Its 70 wholesalers and jobbers do a \$15,000,000 volume each year.

## EDUCATION AND RELIGION

Racine's schools, public and parochial, have a state-wide reputation for their excellence in staff and physical plants. Twenty-one public schools

include two fine high schools, four junior high schools, one of the nation's first vocational schools, and fourteen elementary schools. There are twelve parochial schools, including an excellent high school.

Sunday visitors can worship as they wish in the city's 80 churches of almost every denomination.

## CIVIC ATTRACTIONS

Racine is building for the future. A \$2,000,000 court house and a \$500,000 city hall, an impressive Memorial Hall high above Lake Michigan and housing all of the veterans' organizations, and other public buildings are well worth inspecting. A fine philharmonic orchestra is supported by popular subscription. The city is particularly well known for its many fine drum and bugle corps, and its American Legion and Boy Scout units have won first place in several national contests. Racine is a city of homes and home owners, and there are many beautiful residential sections, including the older area on the near south side and the new section of North Bay which is growing rapidly on the shore of Lake Michigan.

## ASSOCIATION OF COMMERCE

Leader in civic and business activities for community progress during the past quarter of a century is the Racine Association of Commerce. The leading citizens and business institutions of the city are included in its 500 members, and many projects are conducted for the benefit of the city and its citizens. Racine visitors are urged to visit the Association office in the Hotel Racine for assistance in planning to take full advantage of the many attractions available. A cordial welcome will be extended.

## INTERESTING FACTS ABOUT RACINE

Form of Government—Aldermanic.  
Population—1940 U. S. census, 67,542.  
Area—8.6 square miles.  
Altitude—629 feet above sea level.  
Climate—Mean temperature for January, 16.3 degrees F.; mean temperature for July, 75.6 degrees F.; average annual rainfall, 30.45 inches.  
Parks—23, with total of 635 acres.  
Assessed Valuation—\$106,750,271, with \$29.06 per \$1,000 tax rate.  
Bonded Debt—\$3,529,000.  
Financial Facts—6 banks, with total deposits of \$23,007,458 (June 30, 1940), and total resources of \$25,797,044 (June 30, 1940).  
Postal Receipts—\$477,638 (calendar year 1939).  
Telephones in Service—13,681.  
Churches—80, representing all leading denominations.  
Industry—163 manufacturing establishments, having products valued at \$103,178,000 annually (1937 report).  
Trade Area—Extends 15 miles north and south and 50 miles west.  
Newspapers—1 daily.  
Hotels—8, with ample accommodations.  
Railroads—4: Chicago, Milwaukee, St. Paul & Pacific; Chicago & North-western; Chicago, North Shore & Milwaukee; Milwaukee Electric Railway & Transport Line.  
Highways—State 11, 20, 38 and 42.  
Airports—2, privately-owned.  
Amusements—9 theaters, with total seating capacity of 18,000 persons.  
Hospitals—3, with total of 245 beds.  
Education—21 public schools, including 2 senior high and 4 junior high. 12 parochial schools.  
Public Libraries—7, including branches, with total of 141,998 volumes.  
City Statistics—Total street mileage, 152.2, with 97 miles paved. Miles of street railway and bus lines, 47.55. Number of light meters, 19,526; gas meters, 17,212. Capacity of water works, 20,000,000 gallons daily. Fire department has 63 men; police department, 63 men.

**Evangelical**  
Chiesa Italian Evang.  
First Evangelical Church  
**Greek**  
Greek Orthodox Church  
**Jewish**  
Hebrew Congregational  
Beth Israel Sinai Con.  
**Lutheran**  
Bethania Luth. Ev. Luth.  
Bethesda (Nor.) Luth.  
Atonement Lutheran  
E. Ev. L. Ch. of the  
Epiphany  
Emanuel Lutheran  
Emmanuel Danish Luth.  
First Evangelical Luth.  
First Swedish Ev. Luth.  
Gethsemane Lutheran  
Grace Lutheran  
Holy Com. English Luth.  
Immanuel Danish Luth.  
Our Savior (Dan.) Luth.  
St. John's Lutheran  
St. Paul's German Luth.  
Slovak Evangelical Luth.  
Zion Norwegian Luth.  
Trinity English Lutheran  
**Methodist Episcopal**  
Bethany M. E. Church  
Bethel M. E. Church  
First M. E. Church  
Grange Ave. M. E.  
North Side M. E. Church  
Trin. Nor. & Dan. M. E.  
Wayne M. E. (colored)  
**Presbyterian**  
First Presbyterian  
Second Presbyterian  
Welsh Presbyterian  
**Reformed**  
Holland Christian Ref.  
**Universalist**  
Church of Good Shep.  
**Miscellaneous**  
First Spir. Science Ch.  
Central Church of the  
Nazarene  
Christ Assembly (Pent.)  
Church of God  
Church of the Nazarene  
Salvation Army  
Volunteers of America  
Gospel Tabernacle  
**PUBLIC SCHOOLS**  
Wash. Park High School  
Wm. Horlick High School  
Franklin Jr. High School  
Franklin School  
Howell School  
James School  
Mitchell School  
Ray School for the Deaf  
Lincoln School  
Jefferson School  
Washington School  
Wash. Jr. High School  
Gilbert Knapp School  
Stephen Ball School  
Garfield School  
North Racine School  
Frat School  
Oden Air School  
Roosevelt School  
McKinley Jr. High School  
Winslow School  
Maine School  
Vocational School  
N. Racine School  
**PAROCHIAL SCHOOLS**  
Holy Name Catholic  
St. Patrick's Catholic  
St. Rose Catholic  
St. Mary's Catholic  
St. Joseph's Catholic  
St. Cath. High School  
St. Edward's Catholic  
St. John's Lutheran  
Trinity English Lutheran  
First Evangelical Luth.  
St. Stanislaus Catholic  
St. John's Nenomuk Cath.  
Sacred Heart Catholic

Amer. Pattern & Mfg. Co.  
Amer. Piano Plate Co.  
Amer. Skein & Fdry. Co.  
Andis Clipper Co.  
Andis Products Corp.  
Armstrong Foundry Co.  
Badger Foundry Co.  
Badger Shirt Co.  
Badger Sup. & Forg. Co.  
Belle City Malleable  
Iron Co.  
Belle City Mfg. Co.  
Belle City Milling Co.  
Belle City Pattern Works  
Bike-Lite Co.  
(See American Pattern  
& Mfg. Co.)  
J. I. Case Co.  
Central Pattern Works  
Chicago Pipehead  
Machine Co.  
(See Peerless Machine  
Co.)  
Chicago Rub. Cloth. Co.  
Christensen Machine Co.  
Commercial Press Co.  
Consumers Steel &  
Supply Co.  
DeVere Co.  
Didier, Wm. Mfg. Co.  
Dremel Mfg. Co.  
Dumore Co.  
Eagle Luggage Co.  
Eberhardt, W. G. Sheet  
Metal Works  
Eisendrath, B. D. Tan-  
ning Co.  
Electric Motor Corp.  
Electro-Tool Corp.  
Fanco Machine Co.  
Firehammer Millw'k Co.  
Fox Ice Co.  
Frank Pure Food Co.  
Arthur Gales Mach. Co.  
Gedemer Tool & Machine  
Co.  
Godske Beverage Co.  
Godske Co.  
Gold Medal Folding  
Furniture Co.  
Gorton, Geo. Mach. Co.  
Greene Mfg. Co.  
Gunther, F. W. Co.  
Hamilton-Beach Co.  
Hartmann Trunk Co.  
Harvey Spring & Forg-  
ing Co.  
Hoffert Machine Co.  
Holland-Racine Shoes,  
Inc.  
Horlick's Malted Milk  
Corp.  
Hv-Grade Beverage Co.  
Ideal Stitcher & Mfg.  
Co. (See Christensen  
Machine Co.)  
Imperial Bit & Snap Co.  
Industrial Electric Co.  
In-Sink-Erator Mfg. Co.  
Iroquois Foundry Co.  
Jacobsen Mfg. Co.  
Jensen Block & Supply  
Co.  
Johnson, S. C. & Sons,  
Inc.  
Journal-Times Co.  
Kappus Bread Co.  
Keene Mfg. Co.  
Kohlman's, Inc.  
Kroupa Sheet Metal  
Works  
Lake Shore Barrel Co.  
Lakeside Malleable Cast-  
ings Co.  
Ludwig Mfg. Co.  
Massey-Harris Co.  
Master Appliance Mfg.  
Co.  
Modine Mfg. Co.  
Moeller Mfg. Co.  
Morris, George W. Co.  
Moxness Tool Works  
National Aluminum Co.  
National Machine Tool  
Co.  
Nelson Bros. & Strom,  
Inc.  
Nielsen Machine Co.  
Oders Bakery, Inc.  
Oster, John Mfg. Co.  
Peerless Machine Co.  
Pfoz Pattern Works  
Printers Supply Co., Inc.  
Progressive Dairy Prod.  
Co.  
Qualheim Pattern &  
Machine Works  
Racine Aluminum &  
Brass Co.  
Racine Awning Co.  
Racine Boiler & Tank Co.  
Racine Cement Walk Co.  
Racine Confectioners  
Machinery Co.  
Racine Glove Co.  
Racine Iron & Wire  
Works  
Racine Millwork &  
Supply Co.  
Racine Paper Goods Co.  
Racine Pattern Works  
Racine Plating Co.  
Racine Pure Milk Co.  
Racine Screw Works  
Racine Steel Casting Co.  
(See Belle City Mail  
Iron Co.)  
Racine Stoker Mfg. Co.  
(See Nelson Bros. &  
Strom)  
Racine Tool & Machine  
Co.  
Racine Traveling Bag Co.  
Racine Universal Motor  
Co.  
Racine Wood Products  
Co.  
Rajo Motor Co.  
Rasmussen Machine Co.,  
Inc.  
Reliance Automatic  
Lighting Co.  
Rench Mfg. Co.  
Rex Accessories  
Roan Mfg. Co.  
Schartow Iron Products  
Co.  
Schoene Sausage Co.  
Shepard Plating Co.  
Simons' Upholstering Co.  
Smartair Summer Cloth-  
ing Co. (See Chicago  
Rubber Clothing Co.)  
Sorenson, Julius & Sons  
Standard Foundry Co.  
Stationers' Engrav. Co.  
(See Western Printing  
& Lith. Co.)  
Steam & Combustion Co.  
Sterling Tool Co.  
Stevens Electric Co.  
Styberg Engineering Co.  
Sunrime Bedding &  
Furniture Co.  
Tecktonius, E. C. Mfg.  
Co.  
Teleoptic Co.  
Tree Tool & Die Co.  
Twin Disc Clutch Co.  
Universal Plating Co.  
Universal Vibrating  
Screen Co.  
Universal Welding &  
Cutting Co.  
Von Schrader Mfg. Co.  
Walfrid Mfg. Co.  
Walker Mfg. Co.  
Webster Electric Co.  
Wesley Metal Treating  
Co.  
Western Coil & Elec. Co.  
Western Playing Card Co.  
(See Western Printing  
& Lith. Co.)  
Western Printing &  
Lith. Co.  
Wheary Trunk Co.  
Whitman Publishing Co.  
(See Western Printing  
& Lith. Co.)  
Wink Soap Co.  
Wisconsin Agriculturist  
& Farmer  
Wisconsin Cylinder  
Foundry Co.  
Wisconsin Gas & Elec.  
Co.  
Wisconsin Ironclad Co.  
Wisconsin Metal Prod.  
Co.  
Wisconsin Pattern Wks.  
Wisconsin Screw Co.  
Wisconsin Storage Bat-  
tery Co.  
Wohlrab Gear Co.  
Wood, Nathan & Virkus  
Co., Inc.  
Wright Rubber Products  
Co.  
Young Radiator Co.

## COLLEGES

DeKoven Academy  
Moore's College

## PUBLIC BUILDINGS

City Hall  
Court House  
Racine Public Library  
Racine Junc. Branch Lib.  
County Jail  
Washington Park—Re-  
creation Center  
Y. M. C. A.

Y. W. C. A.  
Elks Club  
Racine Country Club  
Meadowbrook Golf Club  
Racine Post Office  
Junction Post Office  
Chicago & N. W. Depot  
C. M., St. Paul & P.  
Depot

Racine Junction Depot  
St. Luke's Hospital  
St. Mary's Hospital  
R. F. D. No. 1  
R. F. D. No. 2  
R. F. D. No. 3

R. F. D. No. 4  
R. F. D. No. 5  
R. F. D. No. 6  
Terminal Building  
Wisconsin Telephone Co.  
Old Ladies' Home  
Journal-Times Building  
Memorial Building  
Masonic Temple  
K. of P. Hall  
K. of C. Hall  
Lakeview Building  
Racine St. Com. House  
Lincoln Park Com. House  
Lincoln Hospital

Police Station  
Moose Hall  
Eagle Hall  
St. Mary's Hospital  
St. Catherine's Convent  
Taylor Orphan Asylum

## CHURCHES

**Adventist**  
Seventh Day Adventist  
**Baptist**  
Grove Avenue Baptist  
First Baptist  
Grace Baptist

Italian Baptist  
St. Paul (colored) Baptist

## Catholic

Holy Name Catholic  
Holy Trinity Slovak Cath.  
Sacred Heart Catholic  
St. Cassimir's Lithuanian  
St. Edward's Catholic  
St. John Nepomuk  
St. Joseph's Catholic  
St. Mary's Catholic  
St. Patrick's Catholic  
St. Rose Catholic

St. Stanislaus Polish  
German Mission  
Catholic.  
**Christian Science**  
First Church of Christ,  
Scientist

**Congregational**  
First Congregational  
Plymouth Congregational

## Episcopal

Holy Innocents Episcopal  
St. Luke's Episcopal  
Immanuel Episcopal  
St. Stephen's Episcopal

## MANUFACTURERS

A. & F. Mfg. Co.  
Aber Engineering Wks.  
Aber Pattern Shop  
Aber Food Products Co.  
Atax Auto Parts Co.  
Atax Tool & Die Co.  
Allover Mfg. Co.  
American Brass & Alum.  
Fdry. Co.

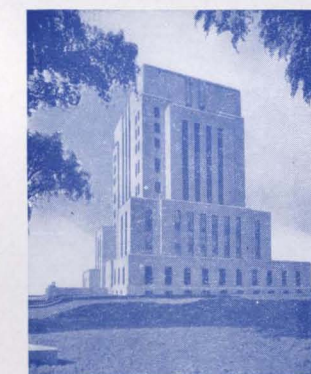
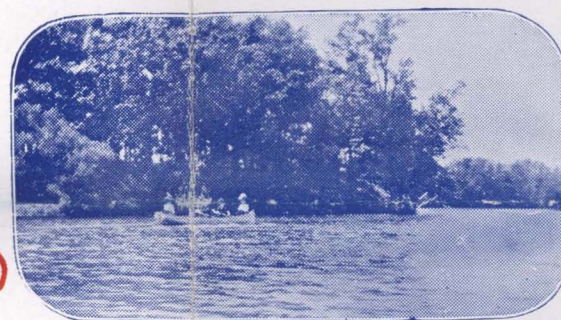
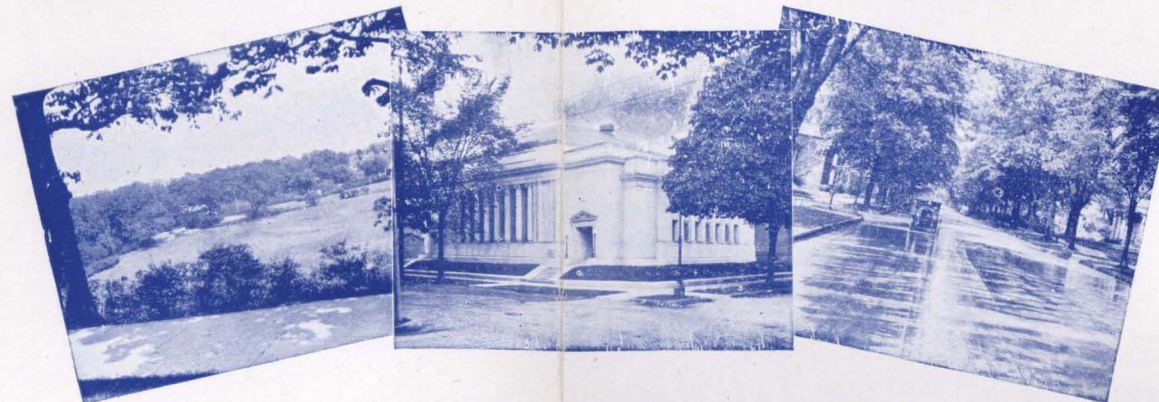


# City Map of Racine, Wisconsin -- Published by the Racine Association of Commerce

## FREE PARKING

Drive into our station at Sixth Street and Lake Avenue---purchase 5 gallons of gasoline and you may park your car for five hours, free of charge. (We sell W. H. Pugh Oil Company products exclusively.)

## HOTEL RACINE Auto Park



## Clipper . . . .

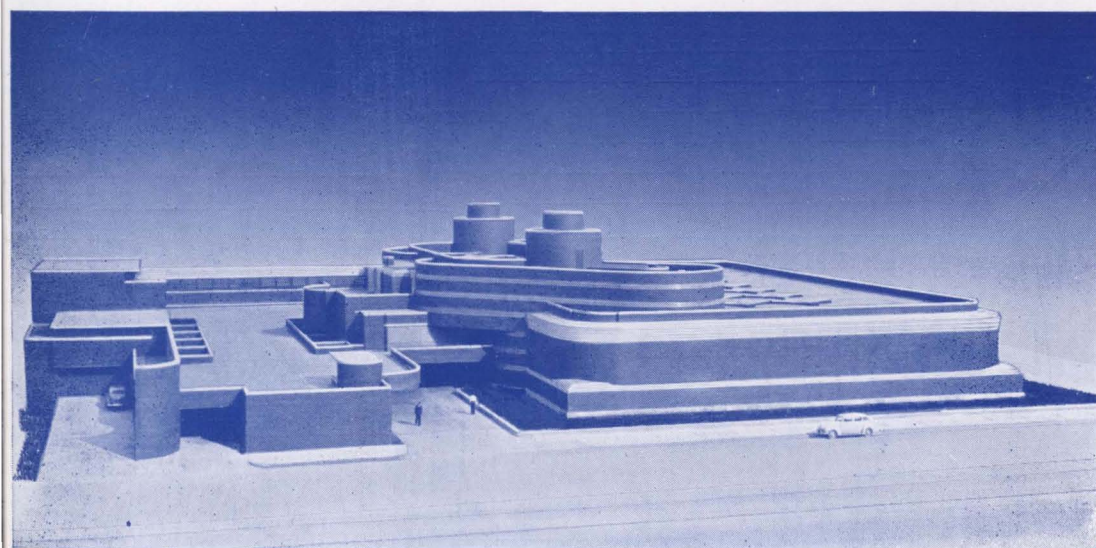
THE Only GASOLINE Blended in RACINE FOR RACINE WEATHER CONDITIONS

**Stations Conveniently Located**

17th and Racine Sts.	1149 Washington Ave.
1304 Douglas Avenue	516 Wisconsin Ave.
17th and Taylor	Douglas and Rapids Drive
	Hotel Racine Auto Park

## PUGH

*Friendly Service*



## New Administration Building — S. C. Johnson & Son, Inc.

This remarkable building was designed for the makers of Johnson's Wax by the Master Modern Architect, Frank Lloyd Wright. It is genuine American architecture, owing nothing to foreign inspiration, different from anything ever built in the world before.

*Says Architect Wright:* "This building was designed to be as inspiring a place to work in as any cathedral ever was to worship in." That he achieved his purpose is amply proved by the world-wide acclaim the building has received. Many thousands of visitors from every State in the Union and from all parts of the world have entered its portals in the year that has passed since its completion.

*Features of the Building* are the glass tubing which replaces conventional windows, "golf tee" columns zooming from narrow 9 inch bases to wide spreading mushroom tops 18½ feet in diameter, a great workroom housing 200 workers, an executive penthouse. The building is air conditioned; heat is controlled to synchronize with the movement of the sun. Illumination, both natural and artificial, is diffused in such a way as to eliminate shadows.

The building is located on Sixteenth Street from Franklin to Howe Streets. Visiting hours from 10:00 to 11:30 A. M. and from 2:00 to 4:00 P. M., Monday through Friday. S. C. Johnson & Son cordially invite guests of the city to visit this building.