

Confluence

The Beloit Review was a short-lived magazine

Beloit Historical Society has a variety of interesting treasures in its collection, including a series of weekly publications entitled *The Beloit Review*.

The Beloit Review was a short-lived magazine that started up in February 1929 and folded up some time in the middle of 1930. The issues were colorful and splashy with promises to cover innumerable topics relating to Beloit and the world at large. Bespattering each 1929 issue cover were the words "Gossip, Editorials, Humor, Political, Fiction, Finance, Theatres, Society, News and Sports," all subjects the magazine staff strived to cover.

Yearly subscription was \$7.50, or you could pay 15 cents at the newsstand. Offices were located at 421 N. State St., and W.L. Odett was president. Packed full of advertisements, pictures, tid-bits of information, local, national and world news, *The Beloit Review* was intended to be a fun magazine.

First and foremost it was a magazine of advertisements located on most every page. They offer Beloiters a nostalgic look back. One can read of Brusberg's Furniture Store and it's motto, "There's no substitute for Quality." One can read the ad of the Barnes Music Co., 436 E. Grand Ave., which was pushing



the Kellogg radio, "The radio with the cathedral tone." Bach and Drekmeier were plugging the Majestic radio, that "Mighty monarch of the air." There was a spread in the Aug. 2, 1929 issue about the opening of the new Firestone Station at Broad and Prospect.

A page may also offer you a story about early Beloit, about a notable Beloiters the vacation taken or about to be taken, about the activities going on, about news from all the organizations in town and some about what was going on elsewhere in the nation or world. Some issues featured a column called "Twenty Questions."

You could read about the millionaire sailor throwing lavish parties, one T. Donald Robinson, son of Henry. Henry was owner of one of the largest florist operations in the country. Read about Martha Washington's image being removed from the four-cent stamp and replaced by one of William Howard Taft. Or read about Iceland's 1,000th anniversary, or Arthur Brisbane - "America's Greatest Journalist" - becoming contributing editor on staff at *The Beloit Review*.

We've included here a sampling of a "20 Questions" feature in the Aug. 2, 1929 issue. We hope you enjoy it.

1. Who is principal of Beloit Memorial High School?
2. What Beloit man is secretary of the National Brown Swiss Association?
3. Where is the source of Turtle Creek?
4. Who is president of the Beloit Iron Works?
5. Who in Beloit sells the DeSoto automobile?
6. Where is the Yerkes Observatory?

Answers:

1. James H. McNeel
2. Ira Inman
3. Turtle Lake
4. Mr. A. Aldrich
5. Eddie Armstrong
6. Williams Bay, WI

Volunteers Needed Desperately!!!

- ◆ Someone to update and maintain web page.
- ◆ Office helpers to answer phones, greet visitors, sort files and do data entry.
- ◆ People to help with mailings and hand-address envelopes
- ◆ Docents to lead tours at Hanchett-Bartlett Homestead this summer.
- ◆ Volunteer needed to help coordinate scheduling of docents so the house can remain open from 1-4 p.m. Fridays and Saturdays during the summer. Also to make sure docents are available for school tours in spring.