

does, would be sufficiently secluded, while the hall would be roomier without it, and a large, pleasant hall gives an air of elegance to the whole house. Up stairs, the partition across the hall she considers undesirable, and would move the bath-room from the position it now occupies, back to the inner closet, reaching it by a narrow passage running back from the main hall, taking enough from the other closet to make it of proper size. This would leave space for a small closet at the end of the passage, and would make this back hall bed-room a pleasant front room. Finishing the top of the bay window in the form of a porch, with the ornamental railing, would give the other back chamber a charm of its own, and every room in the whole house would not only be convenient but delightful. The house should, if possible, front East, and the living-room should never be cut off from the sunshine by putting the hall on the wrong side of the house.

#### SUMMARY OF COST OF BUILDING.

Mason work, including material, about \$700; painting, \$150; glazing, \$50; carpenter work, including material, about \$2,000; this also includes the inside blinds, which cost about \$125; superintending the building, and specifications, \$100. We have purposely avoided using any technical terms, that this article may be valuable to all.

JAMES DOUGLAS.

#### TALKS ABOUT FLOWERS.

##### BEDDING PLANTS.

In selecting plants for bedding purposes the choice should be made with reference to the place in which you intend to use them.

If for a bed under a window, nothing can be finer than the Verbena. This old and justly popular flower will blossom until the late fall frosts, and is unexcelled in beauty and variety. A pretty way of bedding the verberna is to set a white one in the center, having the bed considerably higher there than at the edge; about this white one plant a row of pink ones; then use a row of white, and finish with a row of scarlet. For beds on the lawn, Geraniums are unequalled, as they blossom constantly, and their rich colors show off to the best advantage against the green of a smoothly-shaven surface. In these beautiful plants one can have every shade of red to suit his fancy, and there are many white varieties. Some grow two and three feet high, and others not more than one foot, forming neat little bushes.

Petunias are splendid bedders, blossoming constantly for months. The Salvias, especially the scarlet kinds, give a very brilliant show, and are very effective.

China, Tea and Bourbon Roses are fine plants for bedding. They bloom constantly until severe frosts, and their blossoms are not only more fragrant but more delicate in color than the hardy garden roses. They can be taken up at the end of the season, and kept in a cold cellar, or be buried in the ground, through the winter. Bourvardias, the early Chrysanthemums, Carnations, Heliotropes and Fuchsias do well bedded out. Care, as I have said, must be taken, in putting out your plants, to place only taller kinds in beds which you wish to have conspicuous at some distance. The low-growing kinds should be near the house.

Beautiful effects may be produced on the lawn by the use of "foliage plants." A bed of dark-colored Coleus is a sight worth seeing. The golden Geraniums and purple Coleus blend finely in beds. The Alternanthera and downy Centaurea contrast well not only with each other, but with the green of the grass about them. Cannas make a stately bed for a conspicuous place, and the Caladium, with its immense leaves, is a superb ornament to any garden, especially C. Beethoven, which is a rich green ground, netted with ivory white, and with a midrif of rose color. The Ricinus, if started early in spring, makes a fine ornament, and gives a tropical look to the garden.

Gladioli are among the most useful of our bedding plants. They can be grown in a bed where early blossoming plants are, and will give their magnificent bloom later in the season. They are easy to cultivate, needing only a rich, deep soil, and tying to stakes as they grow, to prevent their being blown over.

Dahlias are too well known to need anything said in their favor here; the only drawback against the Dahlia is that it is too late for our short seasons. Unusual pains must be taken to start it early in spring if success is desired.

The early Chrysanthemums make a splendid show just in the edge of what is really our winter. They will stand quite a severe frost; we often have them in blossom when the first snow is here. Coming into flower after all the other flowers are gone, and having a wonderful variety of colors, they are especially valuable for outdoor decoration. It is a good plan to throw newspapers over them nights when severe frosts are expected, as the tender buds may be injured.

Persons living at a distance from Express offices can get bedding plants through the mails. The system of packing is such and the transit is so rapid, that the tenderest plants can be safely sent from the East in this way. Nearly every spring I get plants by mail.

E. R.

## JOHN NAZRO.

THE LEADING HARDWARE MERCHANT OF THE WEST—WHO BUILD UP THE WEALTH AND PROSPERITY OF MILWAUKEE.

Thirty-five years ago! It is but a brief period in history; yet what marvelous results have those few years produced in our great, wonderful West! Cities have sprung up as if by the wave of the magician's wand, rivaling in wealth and splendor many of the centuries-old cities of Europe.

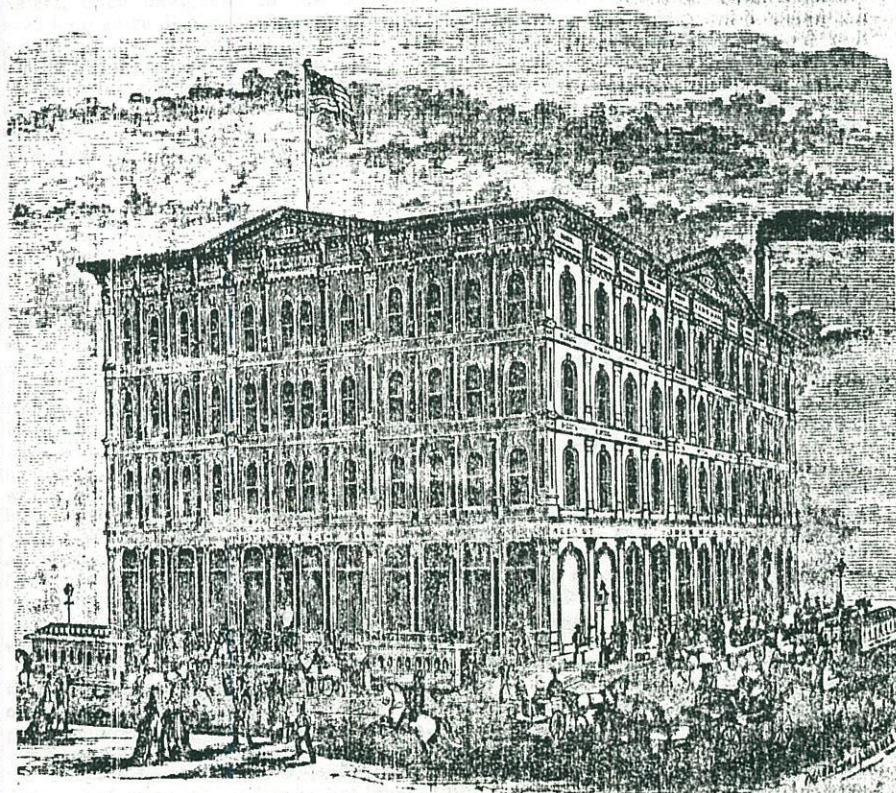
Within that period the wilderness and marsh environed Milwaukee, the home of the red savage, has risen into a rich and prosperous commercial and manufacturing city, ranking, with her hundred thousand inhabitants, as the third largest between the Alleghanies and the Pacific coast.

To a country unsurpassed in fertility, yielding all that man requires, and a class of sagacious and enterprising merchants and mechanics to assist the industrious farmer in developing its resources, is the rapid growth and prosperity of the city

indebted. But to no one class is Milwaukee more a debtor than to her liberal and large-minded merchants. The leading merchants to-day are those who, in the earlier and doubtful period of her infancy, cast their lot with her, and by honorable dealings have risen from small beginnings, till now some of them stand with the Merchant Princes of the land. The low, wooden, country-like stores have given place to capacious and lofty warehouses, to fill some of which requires the capital of millions.

Such an one is the magnificent building just erected by one of Milwaukee's most enterprising citizens, Mr. George Burnham, for and occupied by the noted firm of John Nazro & Co., and such a stock crowds its acres of storage.

The reader may form some idea of the vast proportions of this warehouse—which



JOHN NAZRO'S NEW BLOCK.

is said to be the *largest Hardware Store in the world*—when he is told that its capacity for the storage of goods amounts to *upward of one million of cubic feet* (1,048,500 ft.)—large enough, if used for a military hospital, to accommodate 3500 patients, with their beds and all necessary offices; and four full regiments of soldiers—a Brigadier General's command—could be put through the manual of arms on its capacious floors.

But before entering into a full description of this gigantic establishment, which we intend to do, we will first briefly refer to the history of the Hardware House of which Mr. John Nazro is the principal. These items were furnished through the courtesy of Mr. Nazro himself; and we use them to illustrate the fact that a man of extraordinary business qualifications and commercial acumen can in this country, and especially in the West, though beginning with a small capital and in a small way, and keeping pace with the wants and developments of the country, build up a trade almost limitless in extent. The man who possesses these necessary requisites for success must be a *genius*. He must have the force of natural qualifications and talents, as well as the education for commercial pursuits. Such is Mr. Nazro justly regarded among his brother merchants; and the uninterrupted success he has achieved, and the *gigantic* (we can use no more suitable adjective) business his house now transacts, under his sole management, is proof of the correctness of this view. It is undoubtedly true that it requires more real genius, larger brain, and more executive talent, to manage so large a business successfully, as is done by the house of which we are writing, than to design and execute the most famous work of art in the Old World. If Poetry, Oratory, Mechanical Inventions, and the Fine Arts, are the products of genius, no less so is it to achieve wealth and celebrity as a merchant.

#### HISTORY OF THE HOUSE.

On the first of May, 1844, Henry J. Nazro originated the House since become so famous; and in company with Henry U. King, from Troy, N. Y., purchased the hardware stock of Clark Shepardson, occupying a small wooden building on the site of which was afterward built the wholesale hat store of "Uncle Ben" Troop, and now occupied by the enterprising drug firm of Drake Bros., on East Water Street. The original building was removed, and is now owned by a benevolent association and occupied as the "Home for the Friendless." It is situated on Van Buren Street in the Third Ward. In 1846 Nazro & King, having enlarged their stock

and business, moved into the store built by Thomas Fitzgerald, thirty by eighty feet, and then known as No. 141 East Water Street, and now occupied by the old drug firm of Bosworth & Sons. On the 15th day of February, 1847, Mr. John Nazro, Jr., then a very young man, came from Boston to Milwaukee, at that time a small but promising town, and entering the hardware store of H. J. Nazro, took possession of the books of the concern. In the meantime, the junior partner, King, had retired from the firm of Nazro & King. Mr. Nazro remained in charge of the books one year, when, in 1848 (May 1st), Henry J. Nazro and John Nazro, Jr., bought out J. C. Cramer & Co.—H. J. furnishing the capital, as John Nazro had no other capital than his brain, and remarkable talents for business, combined with untiring industry and a determination to build up for himself a business and reputation as a merchant. Henry J. & John Nazro, Jr., then occupied 142 East Water Street, opposite the store also occupied by Henry J. Nazro, 141 East Water St., in the old United States Block, long since destroyed by fire. This firm was known as John Nazro, Jr., & Co. Their sales for the first year in this store amounted to \$11,000, which in the following year had increased to \$35,000. May 1st, 1850, this concern was closed out, and H. J. and J. Nazro were partners under the firm name of H. J. Nazro & Co., at 141 East Water Street. Through the energy and enterprise of Mr. John Nazro, whose far-reaching perception saw the necessity for expanding the business to meet the requirements of the country, the large, commodious, and beautiful store on East Water Street, known as the "Nazro Block," and until very recently occupied by him, was begun, and completed in the summer of 1855. This building is a double store, sixty by one hundred and twenty feet, with four stories and a large basement. But, large as it is, it is now considered too "cabined, cribbed, confined," for his present immense business; and he has caused to be erected the large store he has just moved into, a fine cut of which appears on the preceding page. In 1854 the health of Mr. Henry J. Nazro making a change of residence necessary, he removed to New York,—thus throwing the entire burden and responsibility of the large business upon Mr. John Nazro, who was then twenty-seven years of age. In May, 1860, the title of the firm was changed to that of John Nazro & Co. (it consequence of the non-residence of Henry J. Nazro.) Mr. J. Nazro justly deeming that as he had to bear the brunt of the battle, his name should be in the van and reap the honors of the fight. On the 1st of March, 1870,

he bought out the interest of Henry J., and a partnership, pleasant in all its relations, of twenty-two years was dissolved—Mr. Nazro paying in full for the interest of the senior partner. Under the skillful generalship of Mr. John Nazro the sales of this house have increased from the eleven thousand dollars of 1848 to the enormous sum of *one and a quarter million of dollars* during the year of 1873. During the month of February last Mr. N. removed his stock to his new quarters, which have been built expressly for him, and fitted and furnished in a manner making it the most elegant and commodious hardware store in the country.

#### DESCRIPTION OF BUILDING.

[See illustration.]

The store is situated at the corner of South Water and Reed streets, in the Fifth Ward. It is one hundred and one feet on South Water and one hundred and forty on Reed Street, and is erected on land redeemed from the deep marsh. Twenty feet below the floor of the basement lies buried, where it sunk, the hull of a wrecked vessel; and the writer has fished upon the identical spot. The waters, once navigable, in this vicinity have long since disappeared, and the made ground is covered with depots and large business houses, lumber yards, etc.

The building is four stories high above the basement, with a hollow sidewalk on each street, fifteen feet wide and two hundred and seventy-one feet long. The heights of the different stories are as follows:

Basement	9 feet in the clear.
First story	18 " "
Second "	14 " "
Third "	13 " "
Fourth "	17 " "

Total height from top of sidewalk to top of cornice is sixty-nine feet. To the top of Pediment seventy-nine feet. The basement is well-lighted on the alley and both fronts, including glass in sidewalk. The basement is divided by two walls lengthwise, which support the first story joists, including fifty-five fluted iron columns with Corinthian caps. The upper stories have each also fifty-five columns. The South Water Street front is supported on thirteen heavy iron columns. This front of one hundred and one feet on the first story between columns is filled with best French plate glass, giving this store a fine light and pleasant appearance.

The building was commenced about the first of May, 1873, and finished ready for occupation last January. To secure a good foundation upon this made land, a close row of oak ties twelve feet long by ten inches thick were laid crosswise, bedded in sand, upon which four or five layers

wide of twelve by twelve oak timber were laid, from thirty to sixty feet long, firmly bedded in cement. Upon this mass of timbers was laid the stone foundations, which consisted of three layers of stone; the first five feet wide, the second four feet and six inches wide, the third three feet and ten inches in width. Upon these followed a stone wall two and a half feet thick, to the top of the first story. Above this point the walls are of the celebrated pressed cream brick, manufactured by George Burnham, and which have given the cognomen of "CREAM CITY" to Milwaukee. The style of exterior architecture is of a mixed character, uniform on both streets, ornamented, not elaborate; and gives a frontal appearance alike of two hundred and forty-one feet; consisting of the fine Corinthian iron columns on South Water Street, and faced plates, to harmonize with the columns on Reed Street. The water-table and steps are of cast-iron; the first story cornice and main cornice are of galvanized iron, separated by ornamented trusses. The dentils and pediment bearing the figures 1873 and words **HARDWARE** in bold, gilded letters on both fronts. The numerous pilasters facing streets, above first story, are brick, carried up to the cornice, and trimmed with handsome blocks of sandstone, to relieve the belt-courses of the different story windows, which are circular in form, containing each a keystone. The roof, from which may be had a magnificent view of city, lake and surrounding country, with the fleets of vessels crowding the harbor beneath you, is covered with closely-soldered sheets of heavy tin, the work of C. A. Buttes, 355 and 357 East Water Street. For the purpose of preventing any dampness coming up from the basement, furnace slag one and a half feet deep was filled in and covered with one foot of cement, and joist bedded in them; over these was laid a heavy plank flooring. This substantially built and handsome store was erected at the cost of \$100,000, and is considered very cheap at that.

We are indebted for the above facts to Mr. John Rugee, the architect, who, with Herman Rugee, the contractor for the carpenter work, and John Bently & Son, the contractors for the brick and stone work, have erected, in this large and conspicuous building, a lasting monument of skill as designer and builders.

If the patience of the reader is not already exhausted, we invite him to accompany us in a stroll over this extensive establishment, while Mr. W. G. Byron, one of the courteous clerks of the house, acts as our chaperon.

Being on the first floor, we step with him into a small apartment, he touches a

card, and in a moment we find ourselves in the large basement. First he calls our attention to the sidewalk elevator for receiving and shipping the class of goods stored in this large room. This is divided into three compartments. In one is stored tons of sheet-iron, zinc, tin, and other heavy metal goods. The others contain nails by the thousand kegs, horseshoes, drag-teeth, chains, cordage, large stock of the celebrated Nazro brand of white lead, and wheelbarrows and other contractors' supplies. We now examine the beautiful steam engine, of Milwaukee work, which runs as smoothly and noiselessly as a watch, whose sole duty is to run the elevators on which are raised and lowered the employes, and goods received and shipped. By means of this elevator much labor and many steps are saved to clerks and porters; and the handling of goods is greatly facilitated. It has a thousand advantages over the old-fashioned mode of hoisting and lowering packages.

The same boiler that furnishes steam to the engine also warms the entire building—beautiful gilded and marble-topped registers being distributed through the first story. We re-enter the elevator and return to the first floor, and find ourselves in the Receiving Room, where a clerk checks off packages received from drays and cars. This room is twenty-three by thirty-three feet. From the receiving room we enter the shipping room, under charge of a clerk, with his porters. This apartment, including within it the clerk's office, is of the same size as the room previously mentioned, and communicates with the main room, and through it with the principal office. The main room of this floor is divided into a front lobby or reception room, from whence ascends a broad and beautiful staircase to the upper rooms. It is lighted by the large plate-glass windows of the front, and has suspended from the ceiling a magnificent bronze chandelier of six burners, with cut glass globes. From this lobby a door opens into the main office, as also does another from the main room. This room is one hundred and forty feet by sixty-eight feet, and contains near the front a tastily-arranged and convenient office, occupied for the transaction of city business, in charge of four clerks. In the rear of this office runs a long double table, almost the entire length of the room, on which are checked off the light goods ordered, previous to the packing, which work is done on the same floor, and gives constant employment to ten clerks and porters. The east end of this room is shelved and devoted to the reception of cutlery and other fine shelf goods. This is a beautiful, airy room, where the nu-

merous clerks and packers have ample elbow room to perform their duties. It is lighted at night by twenty-four double-bracketed gas-burners suspended from the ceiling. The *Office par excellence*—that occupied by Mr. Nazro and his sixteen assistant clerks, is situated on the Reed Street side of this floor, and is a perfect gem of a room. We think Mr. Nazro is deserving of a large gold medal for designing so beautiful and luxurious a business place. If we were one of his clerks, we would be very proud of our quarters. Indeed, we have no doubt *they* are. It seems as if no expense had been spared in fitting up and furnishing this splendid office. The desks and chairs, tables, etc., are of the most beautiful and costly kinds, and all of Milwaukee manufacture. The partitions and other woodwork is tastily grained and varnished, and the office at night is lighted by artistically designed chandeliers of Grecian bronze, whose cut-glass shades cast a soft and agreeable light down upon the desks. Mr. Nazro's special desk is a *chef-d'oeuvre* of cabinet art. This, also, we believe, with its ornaments and conveniences, was designed by Mr. N., who has an eye not only to business, but to the beautiful and artistic in his surroundings.

The second story is devoted to the sample room, and to a general stock of shelf-goods, where everything of the best and latest in improvements in that line are to be found. The sample room, which is situated directly over the main office, is forty-nine feet by eighty-nine feet, and is one of the most beautiful to be found anywhere. To describe it as it ought to be would occupy more space than can be given in this magazine. It is finished in the most elaborate style of ornament, with marble columns and frescoed ceilings; and the samples are arranged in an artistic manner producing a most pleasing effect. Here the customer can see at a glance specimens of any articles he may wish to purchase in those particular lines. The room entered from the main room staircase, and corresponding with the reception room below, is devoted to the exhibition of samples of every tool used by the workers in wood and metal. This is lighted at night, as is also the principal sample room, with costly chandeliers. That in the center of the latter is a highly ornamental six-lighted Grecian bronze, glass-shaded chandelier.

Another ride on the elevator, and we step upon the third floor, where we find original packages, axes, shovels and spades, by the thousands, heavy hinges, wheels for barndoor-slides, well-wheels, mill-saws by the ton, piles of Russia sheet-iron, bench-planes, hand-trucks by the hundred,

a full line of Fairbank's scales, and a multitude of other goods, to enumerate which would require pages.

Another ascent brings us to the fourth floor, where are stored all kinds of farmers' tools, buck-saws, neck-yokes, baskets, and wooden ware generally found in a heavy hardware stock.

This completes our hasty inspection of this extensive Hardware House; and stepping once more into a closet, where we are reminded of the magic carpet of the Arabian Nights, we are transported in a moment to the lower floor, to find our way through the crowd of busy clerks and porters to the front.

While looking over this fine and extensive establishment, our attention was called by Mr. Byron to the perfect arrangement, planned by Mr. Nazro, for protection against fire. In each end of each story have been fixed large water-pipes, with rubber tubes attached, all under control of the engineer, which can instantly be brought to throw twelve large streams of water, not only within the building but upon any of the surrounding buildings, and thus avert a fire in its incipient stage,—before a public engine could be brought to the spot.

As we leave the building we cannot but carry away with us admiration for the man who by his large executive talents has built up so extensive a business, which extends all over the western portion of the continent; and has perfected a system of management which, like perfect machinery, works without friction; and where, among the forty-seven employes, every man knows his special duties, and performs them, without in the least interfering with another. As we have said at the commencement of this article, genius and brain are requisite to so large a business. Unlike some other merchants we might mention, Mr. John Nazro did not, to use a nautical saying, climb through the cabin windows to obtain command of the ship, but came in the regular way from the fore-castle, and learned the ropes, and earned his present position by years of experience. Besides being one of the leading merchants, he is prominent in every object intended for social and moral improvement, as well as those promotive of the interests of our city. The erection and occupancy of the new store has enhanced real estate in its vicinity one hundred per cent., and such a man as John Nazro, with his immense business, is justly regarded as a public benefactor. Do Milwaukeeans appreciate such a man as they ought?"

S. COMPTON SMITH.

IN OUR next we expect to publish an article on house furnishing.

#### WASHINGTON LIFE INSURANCE COMPANY.

The annual statement of the Washington Life Insurance Company supplies another installment of information upon a subject in which our readers are deeply interested. The figures tell the story of popular support and judicious management. The figures in the statement on another page tell us that the death claims paid to widows and orphans of more than a quarter of a million of dollars, from the Washington Life, during the past year. It also tells us that this company has been educating men out of selfishness, and teaching them to have a consideration for the welfare of others. It tells us of the alleviated anxieties of dying parents, of desolated homes made comfortable, of children preserved from vagrancy and crime, of inexperience and virtue shielded from the cold charity of an unsympathizing world. If we knew the history of every one of those policies paid in the presence of death, we should probably be astonished by the number of families in every part of our land who now have reason to be thankful for the blessings of life insurance. May the company which dispenses these blessings prosper forever.

WE WISH PARTICULARLY TO CALL THE ATTENTION OF FARMERS AND GARDINERS to a very valuable Fertilizer. The manufacture of it is now carried on in this city, under the name of the "Milwaukee Union Drying Company," of which Charles E. Coe is President, and Peter Fish Treasurer. We regard the location of this establishment here as of great interest to our cultivators. The time has gone by in Wisconsin when farmers burnt their straw and dumped the cleanings of their barnyards and stables into the nearest sinkhole or gully. From forty to fifty bushels of wheat per acre is also of the past. The land refuses to yield the large crops which the virgin soil did; and a resort to manures and other fertilizers are now necessary to keep the land up to a profitable standard.

The Union Drying Company are producing a kind of guano superior in its chemical analysis and enriching qualities to the imported article; and it can be afforded at a price to make it an object to every cultivator of the soil. With its use the most astonishing results have been produced, and the land made to yield even more abundantly than in the first season of its planting.

This material is manufactured directly from the tankings, bones, blood and other animal refuse of the slaughtering and packing houses. It is a dark brown, dry,