

Builder



George W. Mead

**GEORGE W. MEAD
IS CIVIC LEADER**

**PRESIDENT OF CONSOLIDATED
COMPANY AND PARTNER IN
MEAD-WITTER BUILDING HAS
MANY INTERESTS**

Indelibly associated with the development of Wisconsin Rapids is the name of George W. Mead, president of the Consolidated Water Power and Paper company, and stockholder, officer and director of many local industries and business concerns. Although not a native of this city, he has been exceedingly active in the city's development since he came to this community over twenty-five years ago to participate in the management and building of the paper mills of the Consolidated company. He brought into Wisconsin Rapids an enthusiasm and spirit that has meant much for the community and his record as a builder has no equal here. He made this city his home and has striven to make improvements here that would bring renown to Wisconsin Rapids.

Many Achievements
It is with some difficulty that his achievements can be recounted for he has had an active part in many projects which meant development for the city and vicinity. Foremost, perhaps, has been his development of the Consolidated company, in which he has unbounded pride. Starting with an unfinished mill property and a divided and undeveloped water power, he has advanced the company's interests and increased the property and mill holdings many fold until it is today one of the leading paper manufacturing concerns in the country. Not the largest group of mills, perhaps but one of the great producing firms of the nation with a large group of customers and with vast resources. Today the Consolidated company owns and operates mills at Wisconsin Rapids, Stevens Point, Elroy, Appleton and Port Arthur, Canada. The beginning of this large group of properties was made at Wisconsin Rapids about twenty-five years ago under conditions exceedingly difficult and under a management that was inexperienced but determined to be successful.

Wants City To Develop
One of Mr. Mead's great hopes has been to see the city of Wisconsin Rapids develop as a commercial and industrial center. He has invested heavily in city property, erected a magnificent home on a beautiful island in the river, made it a veritable garden spot, bought and paid high prices for choice business district property, and erected, in company with Isaac P. Witter, his brother-in-law.

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law, one of the finest business buildings to be found anywhere in the state of Wisconsin, or undoubtedly, any place in the United States. This magnificent block has had the undivided attention of Mr. Mead for many months and its architecture and arrangements, exterior and interior, embody his ideals.

Believes In Beauty

Beauty is a prerequisite with any development undertaken by Mr. Mead. He employs methods that can not result in anything but the creation of handsome buildings, ideally situated, practical in every phase, but nevertheless unique for their simplicity and beauty. This love for the aesthetic is expressed in his home, his office, the grounds surrounding the company office building, the new building of the First National bank, in which he is a large stockholder, the new Johnson and Hill building, the new Mead-Witter Block and finally the new River Block, which is now under construction on Grand avenue one block east of the Mead-Witter Block. Beauty of architecture and landscape coupled with practical arrangements add a value to a city, a business, an industry or a home, Mr. Mead believes, which value may be had in anything if the owner or builder gives it thought when he plans.

Makes Sacrifice For Beauty

That Mr. Mead and his companies and his associates, have paid well for beauty is evidenced by their large investment in landscaping around the local mill property, the development about the Biron mill, and the virtual gift to the city of the property which is to be vacated on the west side river bank, formerly occupied by the MacKinnon Block which was bought and is being wrecked to permit of parking in conformity with the balance of the west side river bank.

Some years ago Mr. Mead proposed a city wide plan which would include the ultimate vacating of the river bank properties throughout the city's business district to make a uniform river bank park. This proposal did not meet with the entire approval of all property owners and the plan was abandoned by Mr. Mead because those opposed doubted the practicality of the proposal. Subsequent development of business property has made it definitely impossible to carry out the proposed plan.

Is Keen Business Man

The foregoing discussion of the ideals of Mr. Mead for beautifying

the city should not over balance the thought that he is first of all a practical business man. In his twenty-five years of business experience he has made unusual success in many business ventures from which he has received a large return, providing him with large capital for investment. Unlike many men but characteristic of most Wisconsin Rapids people, he has had the city and its people in mind for he has returned his earnings to the city and community for reinvestment in manufacturing concerns and business institutions as well as buildings. The community has profited immensely in Mr. Mead's many investments.

Dr. G. Bennett Likes Native State The Best

Dr. Glenn Bennett, who occupies suite No. 7 in the upstairs office floor in the west end of the new Mead-Witter building, says he never regretted leaving the fair state of Minnesota to practice dentistry in Wisconsin Rapids.

A graduate of the University of Minnesota college of dentistry in the class of 1922, Dr. Bennett started practicing in Nicollet, Minn., where he enjoyed a flourishing business for a little more than a year and a half. A year ago last December, however, he removed to the state in which he was born at Dodgeville, first locating in the Wood building, and later coming to the Mead-Witter suite.

Dr. Bennett is a member of the local American Legion post. He served 17 months with the 331st field artillery, six months of which were spent overseas.

Goggins, Brazeau And Graves City's Oldest Law Firm

Established over 35 years ago, the law firm of Goggins, Brazeau and Graves, which occupies the entire west front corner of the second story office floor in the Mead-Witter block, is the oldest law firm in this city.

B. R. Goggins, senior member of the firm, started practicing law in what was then Centralia immediately after his graduation from the University of Wisconsin law school in June, 1890. He was located in the Pomainville block, recently razed to be replaced by a more modern structure soon, from where he moved to take offices above the Wood County National bank for about a year, being then associated in a firm with H. C. Wiperman, later senator from