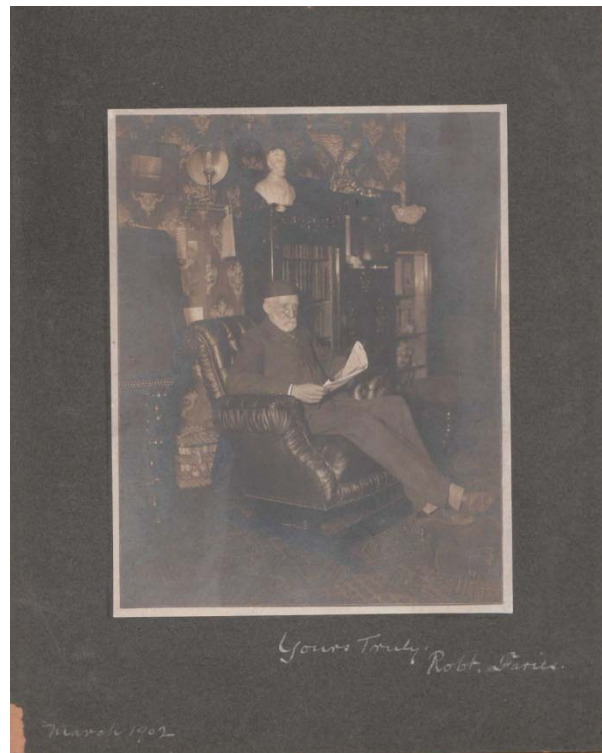


Walrus Manufacturing Company
Decatur, Illinois



Robert Faries, 1902



The Walrus Staff at the turn of the century
First Row, 5th from left, Robert Faries, 6th from left, Leonard G. Gray

The Decatur Review, May 13, 1904

WALRUS FACTORY TAKES ON NEW LINE

Gets Up New Design in Soda Fountains that Interests Many

The Walrus Manufacturing company has begun the manufacture of soda fountains. Caleb Smith, who was with the Combination Fountain company, has sold his interests there to G.A. Stadler and Walter Newton and has taken an interest in the Walrus Manufacturing company and he will do the designing of the fountains to be turned out by the latter company.

NEW DESIGN

He has just finished a large soda fountain that will for to St. Joe, east of Champaign. This is radically different from the usual style of soda fountain, in that all the syrups and everything needed in the preparation of the various drinks are right at the hand of the dispenser. Instead of having to turn around every time he draws a glass of soda, all his syrups and other ingredients are directly in front of him. They are contained in glass jars that extend down through the top of the counter. The jars have a collar to keep them from going on through, and they rest in a bed of crushed ice, so that the syrups are always cold. All the ice used goes into the same box under the counter and in front of the dispenser. The woodwork is of rich design and all the metal parts are of copper or brass and are silver plated. There is a handsome and massive sideboard at the rear of the fountain.

WENT TO SEE IT

A great many druggists and others interested in soda fountains called at the factory yesterday to look at the new style fountain. This is the second one of this style that has been turned out. The first one made went to Pontiac and an order has been received for another to go to Mattoon.

Sunday Review, October 29, 1905

WALRUS FACTORY NOW HAS A HUGE BUILDING

Two Additions and Each One Much Larger than the Original—Photograph Studio a Part of the Equipment

WALRUS FACTORY OF TODAY

The new addition at the plant of the Walrus Manufacturing company at the corner of Broadway and Wabash avenue is one of the most important factory improvements of the building year.

PLANS GREW

It was first decided to have the building occupy the space between the original plant and the sidewalk, twenty feet wide and 150 feet long. Later it was decided to build over the front of the old plant and thus have the entire plant connected. The old plant was thirty feet wide and the portion added in the top of the front is 30 feet by 20 feet. The superintendent's room will be on the second floor over the office, which occupies the front of the old portion of the plant and part of the new addition.

MAKE PHOTOGRAPHS

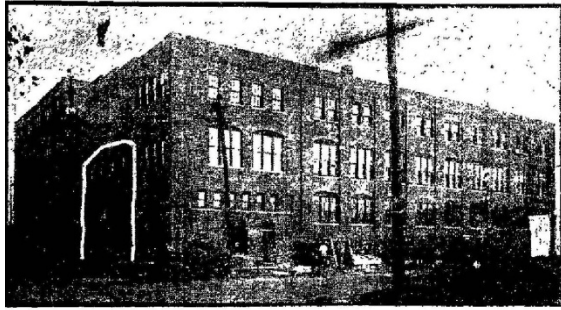
On the third floor over the office a modern photograph studio is being built. While some half-tone cuts are used, most illustrations carried by the traveling salesmen are actually photographs. A sample work is photographed, and the company will have all this work done right in the factory. Mr. Faries, who has made a study of photography for the past ten years, will continue to take the pictures. The gallery has a good-sized skylight, dark room, and everything necessary for taking pictures.

FOUR STORIES

The addition to the plant is four stories high, counting the basement, which is mostly out of the ground and admirably constructed. The machine shops and testing room for soda fountains will occupy the first floor, while on the second floor will be the milling machinery for working up the [furniture?]. The bench rooms will be on the third floor, where the cabinet makers will work, and the fourth floor will be used as a sample room, new boilers and engines and an entire new [boiling?] plant on the [?] system will be put in.

BUSINESS GROWS

The business of this company has grown immensely in the past few years and additions have been made to the plant until now no one could recognize in it the old Huff Bros. planning mill that for the first few years was amply sufficient for the business done. Last year the company built an addition even larger than the one now being completed, and each of the additions is considerably larger than the original plant. The plant now presents an imposing appearance and is a great improvement for that part of the city.



White lines in the picture show all there was of the old factory and how the new has been built around and over it.

The Decatur Review, September 13, 1908
Headquarters for Soda Fountains

Three Flourishing Factories	
Amount Invested.....	\$350,000
Men Employed.....	350 to 400
Annual Payroll.....	\$300,000
Yearly Output.....	1,200 Fountains
Started here only ten years ago	

Quietly with no blare of trumpets an industry has sprung up, grown up rather, in Decatur within the last few years which has done much toward carrying the name of the city to all corners of the country. This is the manufacture of soda fountains. Starting ten years ago in a tentative sort of way in the old collar pad factory at the corner of North Morgan and Division streets and employing less than a dozen men, the business has grown until there are now three flourishing factories in the city.

BIG FIGURES

There is invested in the business \$350,000. From 350 to 400 men are employed, and there is paid out annually in wages from \$250,000 to \$300,000. There were made and shipped out from Decatur this year about 1,200 soda fountains varying in elaborateness from the neat and attractive little fountain for the village drugstore and costing a few hundred dollars to the magnificent affair for the big department store and refreshment parlor and costing thousands of dollars. They have gone to all parts of the United States, north, south, east and west, and they have carried the name "Decatur" with them.

BEST YEAR OF ALL

These figures of the soda fountain business may startle some Decatur people who have thought themselves informed as to the industrial progress of the city. They have been carefully gathered and compiled with the view of showing the extent of the business in this city and its importance to the city. It may be added that in spite of the falling off in business generally due to the money panic of last fall, each of the Decatur soda fountain factories reports the best year it has ever had and is making preparations for a still better business next year.

Their business has increased from year to year and the factories have been steadily increased in size and added to in equipment to take care of the increase. Each year the factories have not only turned out more goods but a higher grade of goods until they are setting the mark for other manufacturers in the quality of the fountains which they produce. The Decatur manufacturers have been especially progressive in the manner of improvement of the hygiene nature, devices in the interest of cleanliness and convenience, and other details which give their fountains a distinct advantage in the market. In some respects they have revolutionized the manufacture of fountains and set a new pace for manufacturer elsewhere.

WILL MAKE TOWN FAMOUS

If the Decatur manufacturers continue to advance as there is every reason to believe they will, Decatur will in a very few years become as well known for its soda fountains as Grand Rapids is for its furniture, Lynn, Mass. Is for its shoes, Troy, New York for its shirts, and Dayton, Ohio for its cash registers. And the reputation will be built on the quality of goods manufactured as well as on the quantity, which is something worthwhile. This is not a matter of throwing bouquets but a plain statement of some economical facts relating to the importance of the soda fountain industry in Decatur.

CALEB SMITH STARTED IT ALL

It is an interesting fact which may be casually stated in passing that all the soda fountain factories in Decatur owe their inception to Caleb Smith, who had some original ideas in soda fountains by which he proposed to effect a great saving in ice and to make various other improvements. He founded the Combination Fountain company and after that concern was well under way he left it to ally himself with the Walrus company which already had a wood working plant and was engaged in making butchers' coolers, butcher blocks, and other things. After getting the Walrus company well launched into the fountain business he left and organized the Decatur Fountain company bringing together a number of energetic and enterprising young men who had been engaged in other things. With the Decatur Fountain company well established and running Mr. Smith left that and went to Peoria. It is said that he is now promoting a fountain company somewhere in Texas.

MORE THAN ROOM FOR ALL

It is due to Mr. Smith to say he built well and that each company that he started is going right on since he left it. Instead of being a dangerous competitor to the old factories each new one seems to add to the aggregate of the fountain business which comes to the town, each one helping to make it a soda fountain town.

THE COUNTRY'S BUSINESS

The Decatur manufacturers have been prime movers in the organization of the National Soda Fountain association. Len. G. Gray, secretary of the Walrus company and E. P. Irving, president of the company, attended the first meeting in New York at the Astor House in June. The object of the association is to educate dispensers to the use of a better grade of fountains, to better and more sanitary devices, and to the dispensing of better drinks. It is estimated that \$150,000,000 annually is spent in this industry for the class of iced drinks dispensed by the soda fountains and it is a business that is growing. Instead of being a more side issue with druggists it has become a large and important business itself. One Chicago department store devotes 215 square feet to its soda water department and dispenses [11,000?] glasses a day. These facts are cited merely to show the business and the growing importance of the manufacture of soda fountains.

MAKE OTHER THINGS

The Decatur fountain companies make some other things. This is the beginning of their off season when there are few orders for fountains coming in and the factories turn their plants to work on contracts for store and office fixtures and other allied work. They also make some fountain accessories specialties for other fountain manufacturers. The Walrus company still continues the manufacture of butcher blocks, coolers, and other things along that line. Very soon the companies will begin the making up of stock for next year. They endeavor to keep as much of their forces employed during the entire year as possible.

The Decatur Review, September 13, 1908

Any Style of Store and Office Furniture

Any kind of office, store or bank fixtures can be had made in Decatur. All the interior fittings and fixtures of a business can be ordered locally and made to special design when desired.

ANY STYLE OF STOVE

The Walrus manufacturing company specializes in soda fountains but its business is largely increased by the manufacture of other furniture and fittings. Any sort of store from a big dry goods establishment to a butcher shop can be fitted up with Decatur manufactured fixtures. Store, office and bank fixtures including show cases, files and cabinets, butchers' blocks and refrigerator rooms, are made complete at the Walrus factory. This end of the business is a considerable one and the total output in a year is pretty big and makes an important item in the year total.

THEY GO TOGETHER

In the event of a new soda fountain being started, a representative of the local factory is dispatched to bid for the job with the proprietors. The suggestion is made that the factory manufacture all the store furniture and fittings. Chairs, tables, wall cases, show cases and every necessary fixture can be made to order. The special draftsmen employed by the company will draw up a set of original designs to meet the order if desired.

If a bank is to be opened, or an office is established the Decatur factory can supply the equipment to furnish throughout. Desks can and constantly are made to meet such orders. Files and cabinets can be ordered and turned out in quick time. Many business men prefer to order their fixtures and furnishings to suit their especial needs and fancies. In this way they can get a desk or filing cabinet made just as they want it.

IN THE BUTCHER LINE

A big business is done in the manufacture of butchers' coolers and refrigerator rooms. These are sent all over the country and fill quite an important demand,

Since the San Francisco Earthquake, seven carloads of cooling rooms have been shipped there from the local factory.

KEEPS MACHINERY BUSY

Butchers' blocks are also manufactured at the Walrus plant. This end of the business does require a large additional outlay of money in the way of investment. No machinery used for the making of fountains is alike available for the manufacture of other furniture and fittings. Cabinet work, the highest class of carpentry, is necessary for the both of the factory businesses.

The Decatur Review, December 31, 1909

Excerpt

Great Gains in Manufacturing

FACTORY IMPROVEMENTS

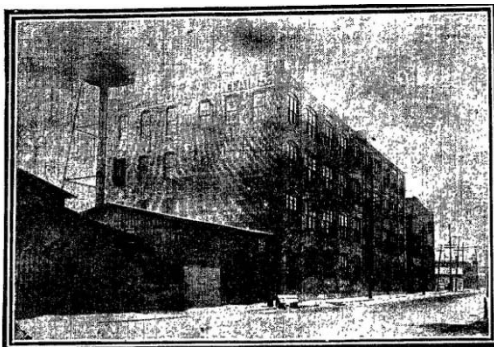
A number of factories have made important improvements this year. At the Walrus Manufacturing plant a new four-story building for packing, shipping, storage, and show room purposes was added. This building cost \$10,000. A sprinkling system was also added. At the Faries Manufacturing plant a \$6,000 warehouse building, 80x180 feet, and a sprinkling system were added. Sprinkling systems, such as installed by these two plants, cost in the neighborhood of \$1,300 but the outlay is more than paid back in decreased insurance rates.

A FEW OPINIONS

Some opinions regarding business are appended:

E. P. Irving, secretary and treasurer, Faries and Walrus Manufacturing companies.

"We have done more business than ever before in our history. The volume at Faries does not show up as well on paper as it might, however, owing to the decline in the price of copper and brass from twenty-six to thirteen cents a pound. Because of this, the selling price is naturally cut and the figures do not look as imposing as in 1907, for instance. At the Walrus plant, the increased business there is sufficiently evidenced by the new building added there."



The main factory was almost doubled by adding a four-story addition on the east and in the foreground

The Practical Druggist, February 1914

Walrus Line to Have New Cincinnati Headquarters

The Walrus Manufacturing Company of Decatur, Illinois, who claim to be the largest builders and distributors of soda fountains through jobbers, are now installing an elaborate display of their product in Cincinnati, at 312 Main Street, which display will be in charge of and under the management of the F.A. Schwill and Son Co.

They will have under their direction a number of capable salesmen that will specialize in the Soda Fountain Department. Prospective buyers in the Cincinnati territory should not overlook this opportunity of inspecting the Walrus product.

The National Druggist, Volume 46, January 1916

A Few Walrus Trade Items.

- Jas. J. Selby, druggist, Peoria, will open a new drug store in Peoria in January. He has placed his order for a very handsome Walrus Soda Fountain for the new store.
- There will be a very attractive new drug store started in Poteau, Okla., to be known as the Poteau Drug Co. An elaborate set of drug store fixtures and soda fountain have been purchased from the Walrus Manufacturing Co., Decatur, by these people. Mr. Jahn, of the Poteau Drug Co., visited the Walrus factory in person and made his selection.
- Recently the Boiarskv Drug Co., of Charleston, W. Va., purchased a very attractive 12-foot soda fountain outfit from the Walrus Manufacturing Co., Decatur.
- Clinton has a fine new drug store throughout, even the building is new. W. E. Alvey is the proprietor, and his store is a beauty with all of its modern equipment and furnishings. The fixtures, fountain and luncheonette service were built by the Walrus Manufacturing Co., Decatur.
- The New England distributors of the Walrus Manufacturing Co.'s product report the sale of an entire drug store outfit, including soda fountain, to Sumner T. Oaks, Foxcroft, Maine, who will soon open a modern and up-to-date drug store in Foxcroft.
- The Walrus Manufacturing Co. have completed their contract for fixtures for the new Macon County Hospital, which is to be opened this month at Decatur. The fixtures consist of a hospital drug store outfit, morgue coolers, refrigerator equipment for the kitchen and many other such fixtures as are used in the presentday modern hospital.
- Hornick, More & Porterfield, wholesale druggists, Sioux City, Iowa, distributors of Walrus Soda Fountains, recently installed two carloads of Walrus Soda Fountains in their Sioux City show room for display purposes for the coming season.
- Mr. J. H. Carnahan, manager of the Morris-Morton Drug Co., Arkansas distributors for Walrus Soda Fountains, has returned to Little Rock after a visit to the Walrus factories at Decatur.

The Decatur Review, October 30, 1919

HEAD OF WALRUS IS RECEIVED HERE

One of the Finest Specimens Ever Exhibited

After a number of years' effort the Walrus Manufacturing Co. of Decatur has at last succeeded in securing a fine specimen of the mounted head of a walrus.

These specimens are very scarce and such a fine specimen as now owned by the Decatur company is very rare indeed. It is doubtful if a finer specimen exists in the hands of private owners in this country.

SECURED IN SEATTLE

The head was secured from the captain of a whaling vessel at Seattle and the captain said that the walrus from which this head was taken was unusually large, weighing about three tons.

The head would indicate a very large sized animal and the tusks, which are about fourteen inches long, show that he was well along in years. The head and tusks were preserved perfectly, even the bristles or spines about the large mouth and nose being kept on the mounted specimen.