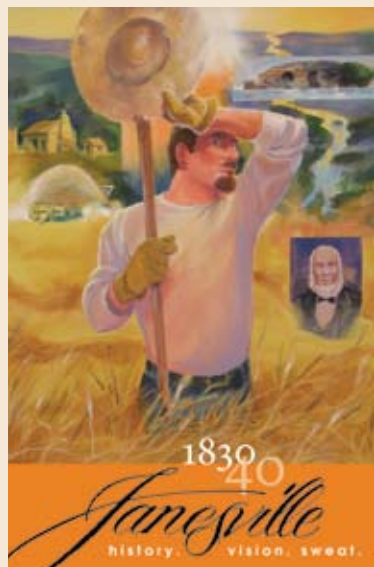


# The “Seeds of Success” Murals

1830 - 1840



The illustration above represents the finished artwork for this mural.

## Mural 1

### *History. Vision. Sweat.*

In the early 1830s, settlers flocked to Southern Wisconsin to stake claims on the beautiful prairie lands surrounding the Rock River. They planted wheat on land now recognized as some of the best in the world. Their **Sweat** laid the groundwork for what would soon become a thriving agricultural community, and later, a center of agribusiness and industry.

In 1835 the first cabin in the settlement that would become Janesville was built on the river across from a local landmark known as “The Big Rock”. Today this landmark is known as the Monterey Rock. Then in 1837, at what is now the intersection of Main and Milwaukee streets, founding father Henry Janes established a post office and the name of the community was born.

**Mural 1 Location:** North side of the building at 101 E. Milwaukee St. facing into the Janesville Farmers Market neighborhood.

1840 - 1850



The illustration above represents the concept for this mural, not the finished artwork

## Mural 2

### *History. Vision. Power.*

In 1844 a dam was built on the north side of the city to harness the nine-foot drop of the Rock River. In 1846 a second dam was built on the south side. Driven by the **Power** of the waters, sawmills, gristmills, and textile mills sprang up along the riverfront and Janesville industry was born. Textile production would be a staple of the Janesville economy well into the 20th century.

In 1846 young Frances Willard moved to Janesville. At a time when girls were not formally educated, Frances begged her father to send her to school. He built her a schoolhouse, starting young Frances on an educational path that eventually led to national prominence as a leader in the temperance and woman’s movements. Frances Willard was one of the first of a series of Janesville women who broke the social conventions of the day through the **Power** of education.

**Mural 2 Location:** To Be Determined

1850 - 1860



The illustration above represents the concept for this mural, not the finished artwork

## Mural 3

### *History. Vision. Grit.*

In 1853, the citizens of the new City of Janesville, led by their mayor, A. Hyatt Smith, raised the funds to convince the first railroad to come to town. More railroads followed. Soon Janesville was connected to all of the markets in the country and much more accessible to settlers from the East.

One of those settlers was William Tallman, a lawyer and land speculator from New York. In 1857 Tallman completed what he called “the finest house in the upper Midwest,” full of the conveniences of the time. Tallman’s most famous houseguest arrived in 1859, an up-and-coming presidential candidate named Abraham Lincoln. The Tallman House is the only existing residence in the State of Wisconsin that can claim, “Lincoln slept here.”

**Mural 3 Location:** To Be Determined

## The Heart of the Campaign

## Support the Heart of the City Outdoor Art Campaign

## The 2009 Heart of the City Outdoor Art Campaign

*What it is...*

**A downtown public art project  
to be produced in phases...  
that's the Heart of the City  
Outdoor Art Campaign!**

*Phase 1: "Seeds of Success"*

- "Seeds of Success" is a series of three related murals celebrating the unique resources and core values that built the City of Janesville.
- Each full-color mural is 25'X30'.
- Each mural to be erected in a prominent outdoor location in or near Downtown Janesville.
- Each mural celebrates a decade of Janesville's early **History**, 1830-1860, the **Vision** of Janesville's first citizens, and the working people who built **Janesville**.
- All tell the stories that are the **Heart of the City**.
- Target completion date for Phase 1 is Fall 2009.

### More about the Campaign

- Sponsored by the Janesville Design & Development Center, a project of Forward Janesville, Inc.
- Created by the Janesville Design & Development Center in conjunction with the Larson Group.
- The Janesville Design & Development Center is a component of the Forward Foundation, a 501(c)3 organization.
- The remaining cost to complete Phase 1, "Seeds of Success," is \$60,000 (as of January 1, 2009).
- All donations to the campaign are tax deductible to the full extent of the law.
- Updates about the campaign can be found on the Janesville Design & Development Center website, [janesvilledesign.com](http://janesvilledesign.com).

For more information about the campaign contact:  
**Janesville Design & Development Center**  
18 S. Jackson St.  
Janesville, WI 53548  
608.756.3721  
[www.janesvilledesign.com](http://www.janesvilledesign.com)

*Now is the  
time to celebrate...*

**History**

**Vision**

**Janesville!**