

# WATERVILLE

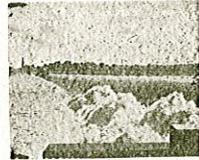
**LOCATION**—Waterville is called the Elm City and its slogan is "The Heart of Maine." It is situated on the west bank of the Kennebec River,



Messalonskee  
Stream

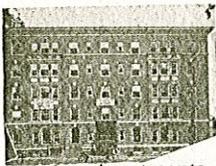
19 miles north of Augusta, the State Capital. The early damming of Teconnet Falls and the natural rich farming lands surrounding, developed Waterville into an early trading center for Central Maine. Altitude above sea level is 100 feet. Area 14 square miles. Average temperature, 53 degrees, annual rainfall 37.34 inches. The City of Waterville is ideally located on level ground, providing good building conditions, wide streets and advantageous planning.

The surrounding country is very beautiful with nearby elevations and the famous Belgrade Lake region, which is only five miles from Waterville. Distances from Waterville by highway are as follows: Augusta, 19 miles; Bangor, 58; Bar Harbor, 101; Eastport, 187; Skowhegan, 17; Ellsworth, 81; Bucksport, 61; Auburn-Lewiston, 50; Portland, 81; Rumford, 83; Rockland, 65; Biddeford, 96; Boston, 199; Brunswick, 53; Burlington, 238; Portsmouth, 133; Haverhill, 155; Montreal, 214; New York, 421; Chicago 1,232; Quebec, 200; Westbrook, 81.



Shawmut Dam

**HISTORICAL**—In the centuries before the coming of the white man Teconnet Falls was a rendezvous for the Indians. The first white settlers established a trading post here in the 17th century. In 1754 Gen. John Winslow with an expedition constructed Fort Halifax, later known as Winslow. The settlement of the west bank of the Kennebec followed and in 1802 Waterville was made a town, and incorporated a city in 1888.



Modern Apartments

**POPULATION**—Waterville has had a steady growth in its population for the past 40 years. In 1900 it had a population of 9,477; 1910, 11,455; 1920, 13,351. The present population is 15,454 by the 1930 Federal census. Number of male inhabitants 7,371, female 8,080, number over 18 years is 5,757; female, 6,087. Within a radius of ten miles there is a population of 27,000 and within 20 miles, 75,000; 50 miles, 450,000; 100 miles, 1,110,000. Native born population of Waterville is 82.1%. Predominating nationalities are of English and French Canadian descent. Total colored population is 3. The total population of the cities and towns covered by this directory is as follows: Waterville—1930, 15,454; 1920 13,351. Skowhegan—1930, 6,433; 1920, 5,981. Fairfield—1930, 5,132; 1920, 4,253. Oakland—1930, 2,664; 1920, 2,473. Winslow—1930, 3,917; 1920, 3,280. Total—1930, 33,600; 1920, 29,338.



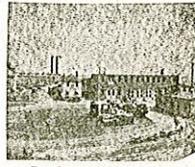
Masonic Temple

**INDUSTRIAL**—The character of Waterville is essentially industrial. Its diversified industries have been the keynote of its success. Citizens of Waterville are proud of their prosperous industrial establishments. The accessibility for the distribution of products throughout the state has developed Waterville into a growing storage warehouse center. The latest figures show that Water-

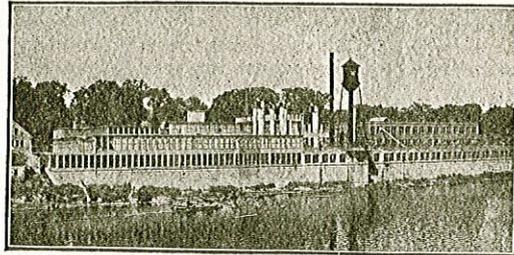


Power Station

ville has an annual output of \$8,000,000 in value of manufactured products, with 3,670 people employed and annual payroll of over \$2,000,000. Principal products are: cotton, woolen, fibre dishes, shirts, canoes, boats, railroad repair shops, stoves, engines, lumber, ice cream, woodworking, flour, paper, water power, log haulers, snow plows, brick, paint, trusses, blueing, boats, bricks, cigars, confectionery, machinery, mirrors, shoddy, signs, tractors and meats.



Industrial Plant

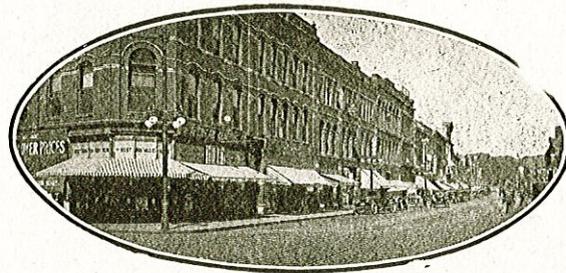


Industrial Plant



Industrial Plant

**MERCANTILE**—Waterville is a trading center for more than 75,000 people in Kennebec, Somerset and Waldo Counties within radius of 20 miles. They are supplied with modern farm implements by Waterville merchants. Waterville is sufficient unto the needs as a shopping center, with excellent dry goods, clothing and hardware stores. Waterville caters to tourists for camping

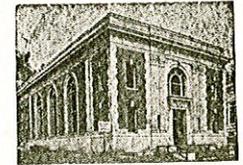


and cottage furnishings and supplies together with other retail needs. Modern brick buildings and well paved streets form an attractive setting for this efficient mercantile center and makes Waterville the city you will remember with pleasure and wish to visit again. There are two miles of stores with nearly 400 retail establishments and 25 wholesalers. There are 125 professional offices. Competition is keen with 40 automobile and accessory dealers, 26 clothing and dry goods, 20 confectioners, 6 florists, 15 dentists, 73 grocers and markets, 18 insurance agencies, 24 lawyers, 30 hotels and restaurants, 9 jewelers, etc.

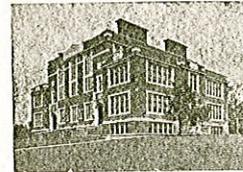


Office Building

**FINANCIAL**—Waterville has two banks and one trust company with total deposits of \$6,745,387.37, and resources of \$7,859,674.15. One savings bank with deposits of \$4,129,181.43. 2 building and loan with assets of \$900,000. City's assessed valuation, \$12,587,790. Bonded debt, \$613,500. 45 mills tax rate.



Bank Building



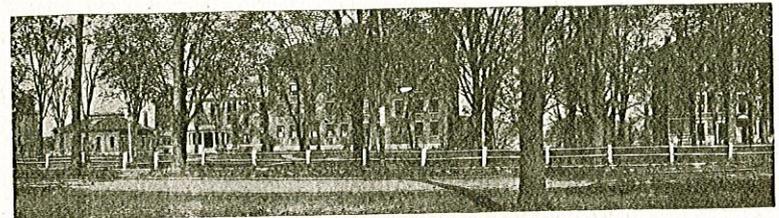
School Building

**EDUCATIONAL**—Waterville is the home of Colby College, Coburn Classical Institute and Mount Merici Academy. It has 13 schools including two high schools and 2 parochial. There are 2,518 pupils in public schools, 1,098 in private schools and a total of 132 teachers. Value public school property is \$892,428; parochial, \$500,000; college \$1,059,186; total \$2,451,614. Colby College was founded in 1820.

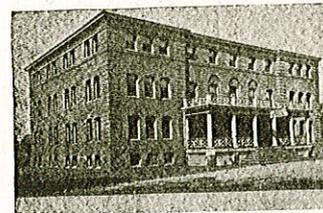
Coburn Classical Institute is a preparatory school. Mount Merici Academy is a Catholic Academy and finishing school. A business school offers the usual advantages. The Waterville Public Library has 25,000 volumes. The City Directory Library is located in the Chamber of Commerce rooms, and is growing rapidly, and is maintained for free public use by H. A. Manning Co.



Library



College Campus



Y. M. C. A. Building

**TRANSPORTATION** — The first railroad built in Maine had its terminus at Waterville. The first paved roads were also in this district. Waterville is the railroad center of Maine and offers good transportation facilities to industry and trade. Many advantageous industrial sites are available here. Four lines of the Maine Central Railroad run in as many directions

and connections are made with other roads. Electric lines run about the city and north to Benton and Fairfield and west to Oakland. Waterville is located on routes 11, 201, 100, 104 and 137 paved highways. There is an airport across the river in Winslow.



Post Office

**RECREATIONAL**—More could be said about Waterville's recreational advantages than perhaps on any other topic. The Belgrade Lakes, one-half hour's drive from Waterville, is one of Maine's most famous lake regions. Sportsmen and tourists instinctively head for Waterville as the best sports in Maine are most accessible from here. Hunting grounds are to the north.

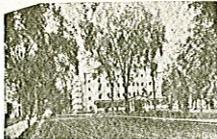


Theatre

Camping grounds and sites abound among the lakes of Central Maine. Waterville has several amusement parks, four theatres seating 3,350, largest seats 1,200. College and school teams meet annually for major sports of the seasons. Waterville has a modern country club beautifully located on an elevation 2 miles from the city and commanding a view of Mt. Washington to the west and the Camden range to the east. The golf course is said to be the best in the state, while tennis and other forms of entertainment are available. There are 2 golf courses available for residents and visitors.

**STATISTICS**—106 miles of streets, 41 miles of sewers, capacity of water works 22,000,000, with daily average pump, 3,250,000 gallons. There are 61 miles of water mains, 1,201 water meters, 5,900 light meters and 1,360 gas meters. Value of water plant estimated at \$1,401,644.73. Fire department of 75 permanent and volunteer fireman and 3 stations, value of property, \$125,000. Police department has sixteen men with one station. There are sixteen churches and 3 hospitals with 121 beds. Council-Mayor form of government. Post office receipts, \$85,000. Four parks valued at \$35,000 with 40 acres. 63 building permits for \$123,225 in 1935. 3,538 homes with 47% owned by occupants.

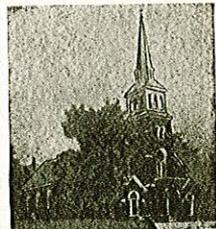
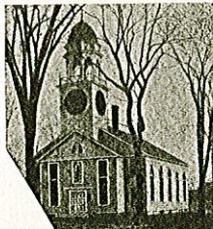
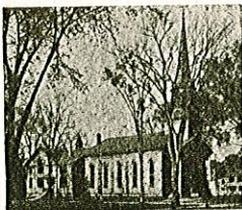
**ADVANTAGES**—As "The Heart of Maine," Waterville is ideally located as a convention city or gatherings for any Maine activities and is growing in popularity as a convention center. Because of its splendid railroad connections reaching into all parts of the state and its progressive, live, genial atmosphere, Waterville has a convention future which will rival any other center in Maine. Waterville has 8 hotels, 13 inns and transient lodging places with a housing capacity of 680 transients in winter and 1,000 in summer. An educational center with 1 college, 1 preparatory school and academy, it has additional transient accommodations available for conventions with large attendance.



Hotel

**INSTITUTIONS**—There are represented in the city's life nearly all of the important fraternal organizations of the country. The club life is also extensive. The Chamber of Commerce is a potent factor in city activities. Service clubs and college fraternities are among the city's assets.

**OPPORTUNITIES**—A recent industrial survey brings to light remarkable resources of the Waterville district. In adjacent raw materials are lumber, hard wood and pulp, fine apples, potatoes, wool raising, granite deposits, extensive farming opportunities. From such products can be developed such industries as wood products, such as furniture novelties, etc, canning, woolen goods, granite products, dairy products and textiles.



YOU'LL LIKE WATERVILLE—EVERYONE DOES!!!