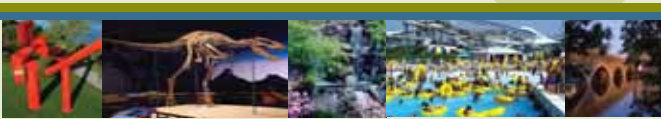


Top Notch, World Class Attractions

While you are here, we encourage you to check out some of the many attractions and events that make the Rockford area Original. Don't miss Jane, the world's best-preserved and most complete juvenile T. rex, at the Burpee Museum of Natural History. Head next door and explore the Discovery Center, the 4th best children's museum in the nation or visit the top-rated Rockford Art Museum. A trip to Rockford wouldn't be complete without a stop at North America's #1 Japanese garden, Anderson Japanese Gardens. Our region also offers entertainment options from theaters to water parks to golf courses and racing. When you're in the Rockford Region, you're in for one Original experience.



About The Mid Town District

The tour you are taking today will guide you on a loop up and down a six block section of 7th Street. This area, known as the Mid Town District, offers a rich perspective on Scandinavian heritage and architecture because of the many Swedish immigrants who settled here starting in the mid-1800s. As is true of any tour of this kind, it will only give you a glimpse into this area known as the Mid Town District.

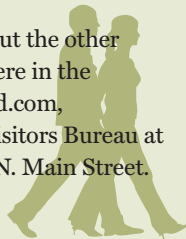


Want More Information?

For more information on what to see and do in the Mid Town District, go to www.midtowndistrict.com, call 815-964-0995 or stop by the Mid Town District offices at 701 Seventh Street.

Stay A Little Longer

If you would like more information about the other walking tours or spending more time here in the Rockford Region, go to www.gorockford.com, call the Rockford Area Convention & Visitors Bureau at 815-963-8111 or visit our offices at 102 N. Main Street.



ROCKFORD Originals NEIGHBORHOOD Walking Tours

Companion Guide & Map
Mid Town District

This self-guided, narrated walking tour was developed by:



Rockford Area Convention & Visitors Bureau
102 N. Main Street, Rockford, IL USA 61101
815-963-8111 www.gorockford.com

in cooperation with

Mid Town District Association
701 Seventh Street, Rockford, IL USA 61104
815-964-0995 www.midtowndistrict.com

This project is funded by a grant from the U.S. Small Business Administration (SBA). SBA's funding should not be construed as an endorsement of any products, opinions, or services. All SBA-funded projects are extended to the public on a non-discriminatory basis.



Take a Walk.

There's no better way to see Original Rockford than on foot. So, grab your MP3 player or cell phone, put this handy guide in your pocket and let your feet do the walking!



How To Use The Technology

These tours are self-guided with the use of MP3 players or your cell phone. The tours are free and easy to use.

MP3 Player – If you own an MP3 player, go to www.gorockford.com and download the audio files for any of the tours. Preloaded MP3 players can be checked out at the Rockford Area Convention & Visitors Bureau offices, 102 North Main Street in downtown Rockford. Follow the easy-to-understand directions at the beginning of each tour to get started.

Cell Phone – Call 815-749-TOUR (8687) to get directions on how to select the tour you want and how to access the narration for each stop. There is no charge for the call except for your cell minutes.

Welcome To The Rockford Region...

We're "smack dab in the middle of America."

We hope you enjoy this Rockford Originals Neighborhood Walking Tour covering part of the River District in Downtown Rockford. We hope you will check out the other walking tours that have been developed. These tours provide a snap shot of the rich heritage and bright future of our city and its neighborhoods.

B 115 7th Street Commercial Mortgage & Finance Building
Start at the north end of 7th Street in front of what was originally the Commercial National Bank built in 1927.

C 217 7th Street – Ghost Coca Cola Ad
As you walk south on 7th Street, walk through the brick entry way at 217 and look to your left to see the faint image of a 5-cent Coke painted advertisement.

D 309 7th Street
Built in 1918, this structure has served many purposes including the Kall & Jacobson Clothing store and is currently 7th Street Law Offices.

E 327 7th Street – Skandia Hardware Building
Built in 1895, this is the original site of Skandia Hardware, the precursor of Nicholson Hardware.

F 920 3rd Avenue - Emmanuel Lutheran Church
Chartered in 1882, as the first all English speaking church in the Augustana Synod. The present church was dedicated in 1923.

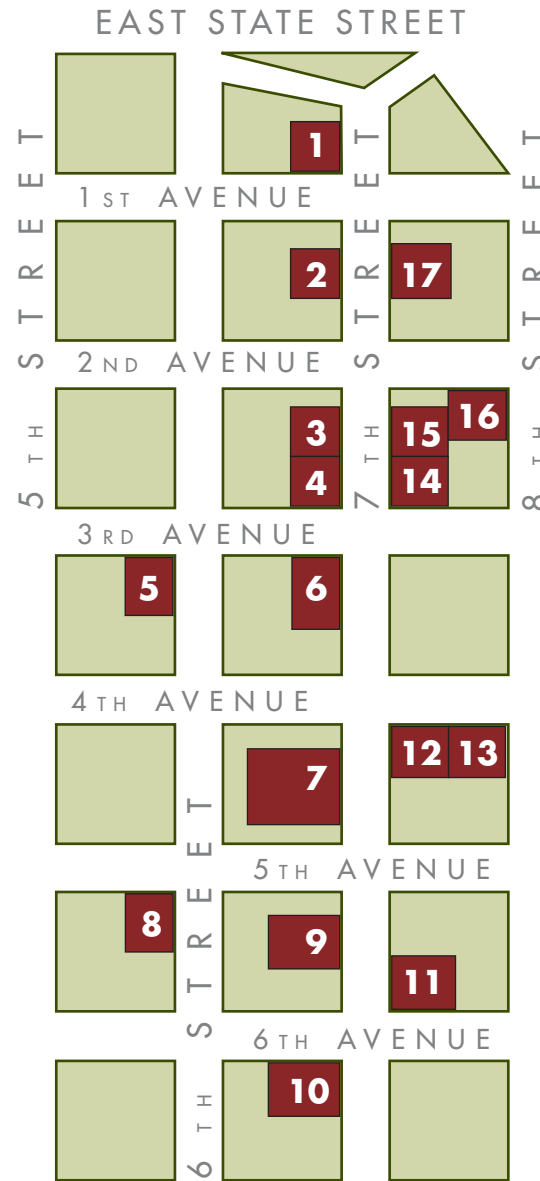
G 400 Block of 7th Street
This structure, built in 1891, will soon house beautiful rebuilt lofts and new townhouse spaces with the hope of luring more affluent residents back to 7th Street.

H 500 Block – AMCORE Bank
The modern building you are seeing was built in 1986 and is the headquarters for AMCORE Bank, a strong, regional bank.

I 925 5th Avenue - Zion Lutheran Church
Built in 1883, Zion was the last Lutheran church in Rockford to offer worship services in Swedish as late as 1976.

J 619 7th Street - Queen Anne Building
Built in 1885, this building was known by the locals as the "Queen Anne Building," and was the site of the first movie theater in Rockford, "The Lyric."

Seventh Street Swedish Historical District



K 701 7th Street – Chicago and Northwestern Depot
Built in 1910, this was the arrival point for many Swedish immigrants. The depot is now used by the Mid Town District Association as offices.

L 626 7th Street – Ekstrom Building & Former Viking Café and Hotel
Under this building is Jacob's Well, the first drinking well drilled for potable water on 7th Street.

M 502 7th Street – Lantow Lofts – The Crescent Building
Constructed in 1895, this building is currently being reconfigured into condominium apartments with retail space on the lower level.

N 1115 4th Avenue - Lyran Society
In addition to social and entertainment events and activities, these organizations provided support for those in need.

O 326 7th Street – Svea Soner Singing Society
This vacant lot was once the center of activity for many Swedish men. The Svea Soner Singing Society building resided here until 1982.

P 322 & 300 7th Street
Former REX Motion Picture theatre and current Valkommen Plaza high rise offering senior housing.

Q 2nd Avenue & 8th Street - Nicholson Hardware
Looking east, the building you see on the corner of 2nd Avenue and 8th Street was for many years the site of an A & P Grocery.

R 200 Block of 7th Street
This building was erected in 1923 and updated in 1970. While it was most recently the Nicholson Gift Shoppe, it was the original site of the Skandia Hardware Store.

Look for a Rockford Originals Walking Tour Sign in windows of each of the featured locations.