

What's in a Name? Honoring the Innovators

10X10
UPSTREET

KELLOGG STREET



1. Originally from Sheffield, Ensign Kellogg came to Pittsfield to marry the daughter of the owner of the Pontoosuc Woolen Mill. He soon became president of the mill that used the flowing water from the West Branch of the Housatonic to power its machines. As water rights for mills became scarce, Kellogg took a risk on building a company that used coal and steam to power manufacturing equipment. His steam company stood next to the railroad to make it easier to offload coal. He leased space to small businesses that made shoes, clocks and silk.

DAN FOX DRIVE



4. General Electric hired a young PhD chemical engineer from the University of Oklahoma to head up its chemical development department. In his lab, he invented in 1953 a chemical compound called LEXAN, a tough plastic resin. Ideal for insulating electric wires, the polycarbonate durable plastic substance is today found in everything from cell phones and airliners to CDs and car bumpers. When Fox died in 1989 at the age of 65, he held 44 patents.

2. Working from a small room with a skylight, Eli Buel introduced photography to Pittsfield. Just three years after the first daguerreotype patent was granted in 1837, Buel began placing his exposures on fragile metal sheets, either tin or copper, to produce photographs. He had come from Illinois to marry Louisa Brown of Pittsfield. By 1847, so many people wanted their portraits taken that he set up his own gallery at the corner of North and Depot Streets.



STANLEY AVENUE

5. William Stanley designed and built transformers to send electricity across long distances. His invention not only transformed electrical currents, but also the city and the country. He moved to Pittsfield in 1887 and started his own company to manufacture transformers for distribution across the country. He relocated his factory to Morningside and hired over a thousand workers. In 1903, General Electric bought the company.



BUEL STREET



RENNE AVENUE

3. Was he an innovator or a charlatan? William Renne had a store on North Street where he sold a liniment as a cure-all for everything from cholera to rusty nail wounds. The slogan he created for Renne's Magic Oil was straightforward: "It Works Like a Charm." It must have worked as he sold enough of the elixir to pass on many of his profits towards the construction of First Methodist Church that sits, appropriately, on the corner of Renne Avenue.

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