1900—Population 15,086.
1900—Kaukauna extension to the interurban system inaugurated.
1901—Dedication of St. Elizabeth Hospital.
1905—The Union High School, now the Morgan School, was completed at a cost of $92,000. There were twenty-nine pupils in its first graduating class.
1907—First Municipal Court established. Thomas Ryan was the first judge.
1910—Population 16,773.
1910—Commission form of government voted in.
1911—President Taft spoke in Appleton—the only president to do so while in office.
1911—Unveiling of Soldier’s Monument on Veterans Square.
1913—Lawrence University officially became Lawrence College.
1913—Vocational School established in the old post building.
1916—Mobilization orders issued to Company “G” for duty on the Mexican border.
1917—Company “A” (formerly Company “G”) left New York for France.

1919—Oney Johnson Post established by veterans.
1920—Population 19,561.
1922—Daily Post merges with the Crescent to form the Appleton Post-Crescent.
1923—Aid Association for Lutherans moved into its newly constructed office building.
1924—WHBY radio station opened.
1925—Dedication of the Soldier’s and Sailor’s Memorial Bridge.
1928—Interurban service discontinued.
1929—Institute of Paper Chemistry organized.
1930—Population 25,637.
1930—Electric streetcar service discontinued. It had operated continuously for 44 years.
1938—The new Senior High School building opened its doors on a rainy Monday morning. Sidewalks had not as yet been provided. The clay was very sticky.
1942—Dedication of the new Court House.
1945—Dismantling of the old Oneida Street Bridge in preparation for the new span.
The Middle Years—1900-1945

In this section of the history of our city we give space to the middle years, those years beginning with the turn of the century through the second world war. To many of us these were "the good old days"; the days of neighborliness and friendliness; the days of vigorous industrial and business enterprise. The realization that each succeeding generation has its golden era does not diminish the pride one has of his own.

Modes of travel changed drastically during these middle years. Pictures of Appleton at the turn of the century show hitching posts and watering troughs on the avenue. All of these were soon to disappear, as well as the streetcar track. This transition, and its effect upon the lives of citizens of this community, is an interesting story in itself. An attempt will be made to bring together some of these factors historically.

In January 1886, Joseph E. Harriman, a real estate dealer and Outagamie county judge; his brother, lawyer F. W. Harriman; and N. B. Clark, a wealthy farmer, incorporated the Appleton Electric Street Railway Company. Others of the original incorporators were G. W. Gerry, R. M. Lunt, T. W. Orbison, and Joseph Koffend. The cars were controlled only at one end, so that at the end of a run turntables enabled the motorman to turn his car around by hand. The cars were light and so constructed that two men could push the cars back whenever they jumped the tracks. Power for the cars was furnished by a 60-kilowatt water-driven generator. Much of its early popular favor depended on its novelty and the prestige it gave the community. In 1891 the streetcar company was put up for sale. It was purchased by the electric company and a new corporation was formed: The Appleton Edison Electric Company. At that time, February 1891, the usable assets of the streetcar system included only "the franchise, five cars, and three-quarters of a mile of rail."

Employees started at about 18 cents per hour. By 1911 this wage had increased to 22 cents. About forty men were employed. Policemen and firemen were permitted to
speed on the straightaway only; three miles an hour was to be the speed on curves. We had become more accustomed to greater speeds than this by 1911, so the law was liberalized. Twelve miles per hour on a straight track and six on the curves was then permissible.

The electric rail system was not limited to city service only. While this system was at its height in popularity it extended from one end of the Fox River Valley to the other. The Kaukauna extension was inaugurated in 1900.

Records show the Appleton had an "automobile craze" in 1903. With much the same purpose as prompted the bicycle craze in the gay 90's some of these early automobile enthusiasts united in a club to talk over common problems and promote various means of "showing off these new-fangled contraptions."

As the automobile came into greater use it soon became apparent that ultimately the electric rail system would be replaced. As the last run was made in 1930, a considerable number of people got on for the final ride.

Company "G" off to the Spanish-American War.

ride free when in uniform, and at other times, they had to pay the regular 5 cent fare.

Streetcars were given the right-of-way over everything except fire company vehicles, police patrols and funerals. When the streetcars came into use a six mile an hour speed law was set up. This was to be the

The Soldiers and Sailors Memorial Bridge completed in 1924.
There was more sadness than gladness in hearts of these passengers on that last ride. Sorrow was felt, not so much for the valuable service lost as for the knowledge that a stage or era of history was drawing to a close, never again to be repeated for the citizens of Appleton.

The first diesel driven "400" streamliner made its appearance in Appleton on a public inspection tour on January 8, 1942. Everyone marveled at its sleekness and the comforts it provided the rail traveler. So now the steam engine had its day, and on December 15, 1953, the last run through Appleton was made by such a locomotive.

By 1922, we had become a thriving industrial community. Since trucking on our highways had not come into great use as yet, most of the hauling, which involved distance, was done by rail. In 1922, there were forty trains daily on three lines running through, or into Appleton. These were the Northwestern, the Chicago Milwaukee and St. Paul, and the Soo Lines. The incoming and outgoing freight cars totaled 27,800 annually.

Even before the streetcar service was discontinued, bus service came into being. On May 16, 1924, the Fox River Bus Company, owned by Olaf Lundquist, began its Bennett-Lawe Street loop. About this same time the Inter-City Bus Company was organized. It was a subsidiary of the Wisconsin Traction, Light, Heat and Power Company.

On September 3, 1911 the first airplane flew over Appleton. There were 3,000 people on hand to watch the feat of daring. Fred Felix Wettengel had guaranteed aviator Rogers $2,000 to do exhibition flying and if he could remain in the air for at least fifteen minutes. After this agreement had been met, Mr. Rogers took a number of passengers up for short flights. Mr. Wettengel himself, went aloft as a passenger.
In 1921 there were 1,483 automobiles registered to Appleton owners. In the short span of four years this number rose to 3,991 or one for every 5.5 persons. It soon became apparent that the increasing automobile traffic, that had been creeping up on us so gradually, yet consistently, needed to be controlled and regulated. By 1923 and 1924 the City Council worked out the pattern of these controls and the necessary ordinances were duly enacted.

On May 8, 1924 an ordinance was proposed to force all traffic to come to a stop at all railroad crossings. This proposal lost out, however, for lack of support. Traffic officials and safety advocates tried to sell the idea that parking on streets and alley ways is held to be a privilege and not a right. Moving vehicles, they maintained must receive first consideration.

Arterial streets were designated as early as 1923. On July of that year the council ordered 100 arterial street signs. In 1924 safety zones were established on the avenue. Other regulations imposed were, a limitation on parking, one way travel in narrow alleys, no "U" turns, no left turns, and stop and go lights.

The increased use of the automobile brought on the demand for paved streets. By 1911 the city could boast of seven and one-half miles of concrete, four miles of improved streets made up of crushed stones, and about one mile of cedar blocks, and brick pavement. Some of the cedar blocks were laid on a foundation made up of 2 inch wood planks and others on a concrete slab. The concrete pavement was thought to have its advantage in the fact that it was clean and dust free, yet it had its undesirable features, too, for it was noisy, and it was hard on the horses' feet.

To maintain our pride in being a beautiful and clean city a force of men was kept at work sweeping up the dirt on the new pave-
ments and hauling it away in cans mounted on wheels. The men usually wore white suits. The sweepings that had value as fertilizer were dumped in a special place to be hauled away by farmers and gardeners. The rest was used as fill.

As late as 1912 College Avenue was electrically lighted at the expense of the business men, each paying his share by the month. The business men decided when the lights were to be turned on and off. A man was hired at $5.00 per month to attend to this. The usual practice was to turn on the lights at about 5:00 o'clock in the winter time and 7:30 in the summer. The lights were turned off again at 9:30 on all nights, except Saturday, when they were left on until 11:00.

In 1881 the city of Appleton negotiated a twenty year contract with the Appleton Water Works Company for water service. Upon the expiration of the contract on November 4, 1901, there began a legal battle between the City of Appleton and the Water Company that was to remain unsettled for thirty years. The case involved fifty-eight different court actions, proceedings and appeals. Trials were held in the courts of this county and also in a number of our neighboring county courts. Some of the action reached the State Supreme Court.

On January 10, 1912, the source of electrical power in this community was suddenly interrupted by the flooding of the electric power plant.

The power was cut off suddenly at 11:20 the night before. There was no more electricity for lights. Days are short in January, and it is still dark at 5:30 or 6:00, so it meant getting out the old kerosene lamps. Streetcars and interurbans stopped right where they were. Thirty manufacturing plants were shut down for lack of power.

Dentists were having their problems too, for there was no electricity to run the drills.

In the meantime, the real actors of this drama were putting up a heroic fight to break up the ice jam, thereby lowering the water level. A crew of about one hundred men were on duty in the plant and on the river. They had worked twenty-four hours straight and there was no end in sight. Work on the ice jam was rugged for the temperature at 7:00 that night was a frigid -22°. This was truly a cold job for the men on the river. Plant Superintendent, A. K. Ellis, knew this but yet he had to issue the order, "order anything you need to eat and drink, bring up cots for rest periods if you need them, but above all stick to your jobs." Finally these heroic efforts paid off. Continued blasting broke the

---

The laying of a cedar block street on South Oneida.
ice jam, the water receded in due time, and there again was light and power.

Another similar incident, still remembered by many, was the sleet storm of February 22, 1922. Power lines were down, trees were broken down, telegraph service was disrupted, trains were not running. We were completely isolated from the rest of the world, except for the radio. It took a number of days to restore these services and clear the tracks for trains. One wonders when the elements will deal another blow, showing their mastery over the frailties of man.

President William Howard Taft visited Appleton on October 26, 1911. Never before, nor since, has a President so honored this city while in office. Extensive preparations had been in progress for days in anticipation of this important event. People were urged to decorate with bunting and flags. There was much discussion whether the newly enacted city ordinance limiting automobile travel to 15 miles per hour within the city might prove embarrassing. It was finally agreed that the procession would be unlikely to exceed this speed anyway.

Colonel N. E. Morgan was designated Marshal of the day. He appointed Captain T. Byron Beveridge as his aid. Captain Hugh Pomeroy of Company “G”, and the Hospital Corps, 2nd Wisconsin Infantry of Appleton, were assigned to guard duty throughout the route of travel.

Finally the hour was at hand. The crowd assembled at the depot was the largest since the day Company “G” went off to war in 1898. The train’s whistle could be heard in the distance, then it was sighted far down the tracks, and finally it steamed to a stop at the station. A tremendous roar went up at sight of President Taft. Republicans and Democrats alike voiced their enthusiasm of this historic event. Local, state and national dignitaries were loaded into the awaiting
cars for the trip to the Lawrence University campus.

Lawrence coeds made a very favorable impression upon the President in their presentation of roses. Dr. W. S. Naylor led the audience in yells for the President and the singing of America. To Dr. Samuel Plantz, President of Lawrence University, went the honor of presenting President Taft. Much applause and cheering greeted the President as he arose to speak. The adults in the audience soon quieted down to hear what he had to say, but the enthusiasm of the many children in the audience proved a real handicap to the President in making himself heard. He finally had to say, “If the crowd will be quiet, I’ll try to reach all of you.”

The speech was given, the trip back to the station was made without mishap, and the train, carrying its famous passenger, departed. Everyone agreed that this had been a great day for Appleton.

At the turn of the century Appleton could boast of four newspapers. They were the Appleton Post, the Evening Crescent, a semi-weekly paper written in the German language known as the Volksfreund, and the Fox River Journal, issued weekly.

The Evening Crescent was known as the Democratic paper. It carried Associated Press reports. Its circulation was 3100.

The Appleton Post was the Republican paper. It issued about 2500 copies daily. The Post turned to United Press for its national and international news coverage.

The German Volksfreund was issued semi-weekly to about 500 subscribers, and the Fox River Journal came out weekly with its 1600 copies. All papers consisted of four pages. It can be said for the two leading papers that their editorial copy was usually vigorously expressed, with a definite stand on various matters clearly revealed. In the summer of 1920 these merged into the present Appleton
Post-Crescent while the Volksfreund and Fox River Journal have long since ceased publication.

Going back again into the early records of the middle years, we find that the fire department consisted of twenty men, three hose wagons, one truck, one fire engine, one Chief's rig, fifteen horses, five thousand feet of hose and three fire houses.

The chief received a salary of $100 per month, his assistant $75, the captain $65, and the regular firemen $60. The men were on duty all the time except when they were out for meals. They had one-half day off for every six days at work. Out of their $22,000 budget the department had to purchase, among other things, such items as hay $1237.57, grain $177.65, horse shoeing and harness repair $17.57. The fire loss in 1906 was $13,000. There were 96 fires in 1909 and 125 in 1910. The department became fully mechanized in about 1913 or 1914.

On March 28, 1900 the city council moved into its new council chambers on the second floor of the city library. Two dedication programs were held—one in the afternoon and one in the evening. The speakers for the afternoon ceremony were George C. Jones, F. J. Harwood, Miss Carrie Morgan, J. H. Stuart, Dr. Samuel Plantz, Dr. J. T. Reeve, Mrs. J. S. Davis, Samuel Ryan and Father Kaster. G. C. Jones again presided at the evening ceremony. Speakers were Judge A. M. Spencer, Chris Roemer, O. E. Clark, M. K. Gochnauer, and John Goodland, Sr.

Appleton has produced many outstanding men and women; none perhaps quite as controversial and internationally known as our late Senator Joseph McCarthy but nevertheless famous in their fields. Edna Ferber's novels and Harry Houdini's (Erich Weiss) legerdermain are well known.

Luella Meusel, Appleton's and the first American born Coloratura Soprano sang in
all leading European Opera houses and became a member of the Chicago Civic Opera. Although perhaps not Appleton born, our Lawrence College staff has been famous as being the producer of College presidents. Bradford Raymond, 5th president of Lawrence became president of Wesleyan University at Middleton, Conn. Victor Butterfield, instructor of philosophy and psychology followed in his footsteps. Henry Merritt Wriston, president of Lawrence from 1925-37 became president of Brown University in Boston. John S. Millis, once head of physics and Dean of Admissions at Lawrence became president of the University of Vermont and later president of Western Reserve at Cleveland. John White, Admissions Counselor at Lawrence became president of the Illinois Institute of Technology in Chicago and later president of Western Reserve. Paul R. Anderson, once Dean at Lawrence became president of the Pennsylvania College for Women. Rexford Mitchell, once a professor of speech at Lawrence became president of State College at La Crosse and last but not least, Nathan Marsh Pusey, Lawrence’s president from 1944 to 1952 became the president of the oldest and most heavily endowed university in the country, Harvard.

From the date of the first Catholic Mass held in the home of Hippolyte Grignon in 1848, the community has evidenced a deeply religious spirit. Appleton supports many congregations and boasts of many fine churches. The earliest congregation formed appears to have been the First Congregational Church, in 1850. Its first house of worship was dedicated in 1854. The First Baptist Church which followed in 1855 was erected of timbers cut from what is now the Lincoln school grounds.

In 1860, St. Mary’s was formed and its great pastor, Fr. Fitzmaurice, who came in 1881 and served for nearly fifty years, will long be remembered as Father Fitzpatrick in Edna Ferber’s “Fanny Herself.” Following in order of organization of the congregations are:
1853—First Methodist (first services 1848).
1856—Grace Episcopal Congregation, now
known as All Saints Episcopal.
1867—St. Paul's Lutheran and St.
Joseph's Congregation.
1870—First Presbyterian Church of
Appleton, reorganized in 1879 into the
present Memorial Presbyterian Church.
1872—Emmanuel Evangelical Lutheran
congregation.
1879—Reformed Temple Zion. The first
Rabbi, Weiss was the father of the famous
magician Harry Houdini (Erich Weiss).
1883—Zion Lutheran Congregation.
1894—St. John Evangelical and Reform-
ed Congregation.
1896—First Church of Christ Scientist.
1898—Sacred Heart Congregation.
1900—Moses Montefiore Congregation.
1914—St. Matthew Lutheran and First
English Lutheran congregations.
1915—Mount Olive Lutheran congrega-
tion.
1932—Beth Israel Temple Zion and the
Appleton Tabernacle.

The need for hotel accommodations was
greater early in the twentieth century than
it is now. Salesmen did most of their travel-
ing by train, and that usually meant a stop
over night to complete their business, and
catch the next train. During this time in our
history Appleton had twelve hotels. A listing
of them and the accommodations provided by
each is shown below.

<table>
<thead>
<tr>
<th>Average Guests</th>
<th>Name of Hotel</th>
<th>Number of Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Week</td>
<td></td>
<td></td>
</tr>
<tr>
<td>600</td>
<td>Sherman House</td>
<td>120</td>
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<tr>
<td>350</td>
<td>Northwestern House</td>
<td>65</td>
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<tr>
<td>300</td>
<td>Ritger Hotel</td>
<td>50</td>
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<tr>
<td>75</td>
<td>Blackstone</td>
<td>35</td>
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<tr>
<td>12</td>
<td>Appleton House</td>
<td>15</td>
</tr>
<tr>
<td>12</td>
<td>Union House</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>Globe Hotel</td>
<td>14</td>
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<td>98</td>
<td>Manitowoc House</td>
<td>12</td>
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<td>12</td>
<td>Heyer Hotel</td>
<td>12</td>
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<tr>
<td>7</td>
<td>Antone Hoehne</td>
<td>7</td>
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<tr>
<td>70-90</td>
<td>Dohr Hotel</td>
<td>18</td>
</tr>
<tr>
<td>18</td>
<td>Washington House</td>
<td>18</td>
</tr>
</tbody>
</table>

The Ryan High School fire.
The First National Bank and Post Building—southwest corner of College Avenue and Appleton Street.

College Avenue as it looked in the year 1922.
world's largest manufacturer
of wire clothing for the
pulp and paper industry

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in APPLETON

1937 - 1957

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FROM

ALEX'S

SUPPER CLUB
APPLETON AND MENASHA
WISCONSIN
WE SERVE THE FINEST
in Food and People
“Ride along with us...”

When the First National Bank opened its doors in 1870, Appleton boasted a population of 4,518. Today, with over 45,000 people and great industrial might, Appleton stands as a shining example of what progressive, industrious and civic minded people can do when they work together.

And the First National Bank stands as an example of what honest, far sighted people can do when they plan and grow with their community. The bank’s first president, Augustus Ledyard Smith brought the bank into being with $60,000 in deposits and $30,000 in loans with a capitalization of $50,000.00. Today, 87 years later, capital funds exceed $2,500,000.00 and the bank has over 8,000 checking accounts, 13,000 savings accounts with more than $38,000,000.00 in deposits.

Yes, as Appleton celebrates its 100th birthday, we are proud to be serving this dynamic city and grateful for the opportunity to help it prosper through financial services to the community.

FIRST NATIONAL BANK OF APPLETON
APPLETON, WISCONSIN
MEMBER F.D.I.C.

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"The House of
ONE THOUSAND AND ONE
Items"

John E. Voigt Sr. purchased Montgomery Drug Store in 1905 and has operated as Voigt’s Drug Store ever since. In 1929, J. E. Voigt sold his interests to sons John L. and E. J. Voigt. The business continuing as partnership until 1944 when E. J. Voigt became sole owner. In the year of Voigt’s Drug Store’s 50th anniversary, 1955, E. J. Voigt sold the business to its present owner Laverne Weishoff.

We are proud to be one of Appleton’s oldest drug stores. However, we have advanced with the times and today our store is a modern, efficient pharmacy, equipped to serve all health needs when needed most.

VOIGT’S DRUG STORE
134 E. COLLEGE AVE.
—SINCE 1905—
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TUTTLE PRESS COMPANY
58 Years of Paper Converting

The Fifty-eight years of service rendered by the Tuttle Press Company had its inception at Elgin, Illinois, in 1899.

Mr. A. F. Tuttle laid the foundation of this business, which has since become one of the leading institutions in the paper converting industry.

From a small store twenty feet wide, equipped with one specially constructed press, there has developed a business whose product is to be found in all parts of the United States and foreign countries.

In the early years, work was confined to the printing of tissues used for napkins and wrapping bottles, shoes, gum and other commodities.

From the printing of tissue paper, has developed a line of paper specialties, Plain, Colored and Decorative Crepe Papers, Dinner, Cocktail and Luncheon Napkins, Christmas and Fancy Gift Wrappings for every occasion, Table Covers as well as Fireproof Streamers and Floretta Crepe for flower pot decoration.

The distinct advantage of being located near the source of paper supply was early recognized, and in 1902 the small plant was moved to Appleton, Wisconsin, and installed in quarters considered large enough for many years to come. The development of the business was so rapid that three years later additional space was required, and the first unit of the present plant was erected. The plant now covers an entire square block for its operations, besides utilizing five large warehouses for storing its goods.

Our record of the past fifty-eight years is something for which we can feel justly proud. It is our everlasting desire to produce only the finest quality of merchandise and to render the best of service.

PROGRESS IN APPLETON
100 Years of Progress in 20

By yesteryear's standards, by any year's standards—more progress has been made right here in Appleton with Whey in less than 20 years than in any previous hundred, anywhere.

You enjoy nutritious Whey as the dairy ingredient in your bread, your cookies, in baby foods, even in your tastiest ice cream—in foods of all kinds.

Whey has suddenly come to the foreground. Whey is now recognized as an important factor in the dairy industry. Whey now joins the magic march of progress with the other miracles that make up today's Appleton.

More progress in Appleton means more progress for all.

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WORLD'S LARGEST PRODUCER OF WHEY PRODUCTS
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your store
for
better living

With a background of three
generations of honorable service
to Wisconsin communities . . .

. . . we look forward eagerly
to serving future generations
by striving for our customer's complete
satisfaction and contributing to
his better living with quality
products.
THE AUGUST WINTER & SONS STORY ... A STORY OF SERVICE

from 1915 ...

In 1915 when August Winter was a pioneer journeyman steam fitter, times were different than they are today. All heating plants were fired with coal, and the modern heating ease which we consider common place today was unknown. Service calls were made by street car, or by team; all tools used were strictly hand tools; and wages for a skilled worker were about $5.00 a day.

But even back then, August Winter’s thoughts were of the day when he would own his own business and would give increasingly better heating service ...

... to 1957

Now serving you from our large, modern plant; August Winter & Sons have written a story of SERVICE through the years. The present firm was founded in 1930 by August Winter and his two sons, Roy and Wally. In the early days, we operated from a double garage in back of our house at 413 N. Bennett Street; and our criterion was good, prompt service, as well as expert workmanship.

Today, we are incorporated as August Winter & Sons, Inc. We have completed the fifth addition to our plant; employ over 40 skilled employees, and have a fleet of 14 trucks and company cars. We have expanded our services and now offer complete residential, commercial and industrial HEATING, AIR CONDITIONING & VENTILATING SERVICE.

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PHONE REGENT 3-1357

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⭐ CURTAINS, DRAPES!
⭐ BEDDING, DOMESTICS!
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EXTEND BEST WISHES TO APPLETON CITIZENS
ON THE ACHIEVEMENT OF THEIR FIRST 100 YEARS.
OUR OWN GROWTH, SINCE 1872, MAKES US AWARE
OF THE SIGNIFICANCE OF SUCH AN EVENT.

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• Fire Fighting Apparatus
• Special Bodies of all Types

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"IT PAYS TO BUY THE BEST"

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Jungs' Store for Men

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Ritz Millinery
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1888 WE HONOR THE PAST 100 YEARS 1957
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THE GEO. WALTER BREWING CO.
Proud to be a Part of a Growing City

“YOUR FRIENDLY LOCAL BREWERY”
The Appleton Centennial Committee
Proudly Presents

“APPLETON ALWAYS ADVANCING”
A John B. Rogers Production

Goodland Field 8:30 P.M. • June 28-29-30—July 1-2-3-4-5-6-7

Leonard McCullough
Business Manager

Barry Lyndall
Spectacle Director

Harry Graf
Technical Director

Madge Graf
Wardrobe Mistress

HEADQUARTERS PERSONNEL
Office Manager—Mrs. G. D. Phillips
Joan Pruett       Joan Wonser       Joan Koutnik

Official Decorators & Float Builders—The G. A. Trahan Co.
It is indeed a pleasure to extend greetings, on behalf of the Appleton Centennial Inc., to residents of the area and visitors on the occasion of the one hundredth birthday of the city of Appleton, Wisconsin.

The Executive Committee is confident that interesting and worth-while programs have been arranged. We feel sure that, at the conclusion of the celebration, a more intense civic pride will prevail, and all of us will be more aware of the advance of our own community.

Certainly an undertaking of this nature could not have been possible without the interest, cooperation, and hard work on the part of thousands of persons.

Approximately fifty committees of seven divisions have been working since last Fall. Hundreds of Appletonians are taking part in the pageant. Almost four thousand persons provided support through membership in the Brothers of the Brush and Centennial Belles Chapters. Many business firms and the common council also furnished many things before there was any other income.

Without such loyal backing it would have been impossible to carry out the program and for this the committee is most grateful.

We offer our congratulations to Appleton as it starts its second century.

Mr. D. R. Morrissey
Executive Committee
Appleton Centennial, Inc.
"APPLETON ALWAYS ADVANCING"

A STIRRING SPECTACLE IN 14 EPISODES

PROLOGUE—Appleton Greets the Nation

In this spectacular prologue to the pageant proper, the heralds with their golden trumpets sound the fanfares, that bring in the States of our nation, the Nations of the world, the boy scouts, cubs and girl scouts, marching units and bands. At the second fanfare, the entourage of the Queen arrives and finally the Queen of the Celebration in person, who will welcome the audience and then proceed to her coronation. As the glittering jeweled crown is placed on the Queen’s head, she gives the signal for the pageant to begin and we see immediately—

EPISODE I—In The Beginning

In the beginning God created the Heavens and the Earth; and the earth was without form and void; and darkness was upon the face of the deep. And the Spirit of God moved upon the spirit of waters; And God said, “Let there be Light,” and there was light. And God said, Let us make men in our image after our likeness and let them have dominion over the fish of the sea; and over the fowls of the air; and over the cattle; and over all the on the earth; and so God created man in His own image; in the image of God created He him. Male and female created He them. And God blessed them and said unto them, “Be fruitful and multiply and replenish the earth and subdue it.”

We present the interpretive ballet, “The Creation of Man.”

EPISODE II—The Legend of the Red Man

There is a beautiful old Indian legend that accounts for the creation of America and the Red Men who made it their home: “In the Heavens above the Heavens, lived and loved the gods and the heroes and the great hunters. Among them there were Auoka, the Beautiful—And Manitou, the Mighty Hunter. There was no Sun or Moon, but Light bloomed in the golden flowers on the Tree of Light. Then Auoka, the Beautiful, ate one of the golden flowers and the Mighty Manitou hurled her down from the Heavens of the gods and the heroes. Auoka fell for a thousand years, and where she fell, there appeared a great island which became America.”

EPISODE III—The Land of the Red Man

More than 300 years ago, what is now Outagamie County was the hunting ground of the Winnebago and the Menominee. The Foxes, who started drifting into Wisconsin in the early 1600’s, were called “Outagamie” by their Indian neighbors. Into this Indian paradise about 1634 or 1636 came Jean Nicolet, first white man to visit Wisconsin. Nicolet had lived among the Algonquin tribes in the Lake Huron region for some fourteen years, learning their language and customs. He became an agent and interpreter for Champlain, Governor of New France, and so was the logical man to send when the French wanted to push their fur trade into the hinterlands, and, moreover to pursue their quest for a mythical China Sea and Empire in the West.

So, in the summer of 1634—or perhaps it was 1636—Nicolet, accompanied by a band of Huron Indians, set forth from Quebec, upon the perilous journey. They ran the frightful rapids of the St. Louis River into Lake Huron. Then, from island to island, through the straits of Mackinac into Lake Michigan, along its shores to Green Bay, and at last to the mouth of the Fox River, to the village of the Winnebagos.

EPISODE IV—The Men of the Black Robe

With the growing number of explorers and traders, seeking lands and treasure for the glory of their kings, came, too, the priests. Father Claude Allouez was the pioneer missionary of the Fox River valley and the second in Wisconsin, reaching this wilderness in 1665. He recorded his trips up the Fox River, describing the Indians’ methods of dragging or poling the canoe through the rapids while he himself walked along the bank among apple trees and grape vines. On another trip, the priest’s canoe was wrecked in the rapids at Grand Chute—now Appleton. He was forced to spend eight days on a river island until his men could obtain another canoe. Father Allouez visited the tribes on both the upper and lower Fox and gradually won their respect.

EPISODE V—The Pioneer Settlements

Wisconsin was transferred from French to British rule in 1763, and then became a United States territory at the end of the Revolutionary
war. Early in the 1800’s federal agents made treaties with the various tribes, assigning definite areas to each. All of this county was allotted to the Menominee, but in 1831 they sold part of their holdings to the United States. Five years later, on September 3, 1836, the Menominee gave up the rest of their holdings by the Treaty of the Cedars. The signing took place at the foot of a hill at Cedar Point on the Fox River below Appleton. Thus did the Indians relinquish their land—and it was then open to the increasing tide of eager settlers.

And the settlers came. The first to follow the French traders were from the eastern states. New England and New York furnished a large part of the population of Appleton, although by 1842, German and Dutch groups were arriving in the county—the Irish and English by 1850—and Canada supplied a good number of families. Most of them, however, were “Yankees.” They came on foot and by wagon and ox-cart—the old, the young, and the very young. As soon as a cabin was erected, it was always open to others on their way to the nearest settlement.

**EPISODE VI—Remember the Sabbath Day to Keep It Holy**

One of the most important factors in the growth of any community is the spiritual life of the people. The first public building in the community was the church, for these pious folk had brought their faith along with them from the old world. But casting off the outworn dogmas of the old world, they built for a faith in which all men should be free to worship as they liked and approach God in whatever manner they chose, in the spirit of the Reformation. They recognized no authority in matters of the spirit, excepting that of the Bible itself. In this manner, there was guaranteed in America, religious as well as civil liberty.

The first Catholic church was established in the county in 1836. By 1850 the Congregationalists and Presbyterians had organized their congregations. The first Methodist sermon was preached in Appleton by Elder William Sampson in the Johnston shanty on October 8, 1848. Soon a Sunday School was organized with H. L. Blood as superintendent, holding their classes in the new Lawrence Institute building until a church could be constructed. Our scene represents an early Methodist service.

**EPISODE VII—Readin’ ‘Ritin’ and ‘Rithmetic**

Hand in hand with the church, went the school, for the Pioneers realized that education is the handmaiden of religion. They applied the teaching of the Bible—“Know the truth and the truth shall make you free.” Although the settlers were people of limited education themselves, they realized the importance of learning in the lives of their children and accordingly, they established schools soon after the first settlement was made. In 1849 Daniel Huntley and several companions came to see for themselves the new town of Appleton and the university which they had heard was being built in the heart of the forest. They started by boat from Neenah, could not conquer the rapids, and so walked the rest of the way to Appleton. There, for a short time, they looked over the few small buildings scattered around in the woods, and then returned to Dodge County where Huntley taught school for one more winter term.

However, the schoolmaster could not forget the little village beside the turbulent Fox, and when his school term closed, he returned to Appleton. In 1850, then, Daniel Huntley became the first public school teacher in Appleton. He received $28 per month for instructing book learning and singing, for the most important thing was to conquer the 3 r’s. A hundred years and more ago, there was little time for anything more.

But let’s look in on that first school of long ago.

**EPISODE VIII—Lawrence College**

In 1846, Amos A. Lawrence began negotiations for the founding of a school in the Fox River valley, presumably on the land acquired from Williams. He sent a friend to the Reverend Sampson in Green Bay with the proposition that if the Methodist Conference could raise $10,000 for the establishment of a college, the Lawrences would match the amount. Events moved rapidly from then on. A meeting of the Methodist Conference in December of 1846 officially started the proceedings. The next move occurred in August, 1848, when the Reverend Smith, Henry L. Blood and Joel S. Wright surveyed and laid out the plat for the future college and town at Appleton, instead of on the land Lawrence had acquired from Williams at DePere.

The Institute changed its name to Lawrence University in 1849, and first opened to students in November of that year with 35 pupils. The Reverend William Sampson was principal, and he had a faculty of four to assist him.

**EPISODE IX—The War Between the States**

In the 1860’s Appleton was teeming with prosperity. There were flourishing industries and busy citizens who were intent on making their city one of the outstanding communities in the State. Then
came the fateful years of strife. On the morning of April 12, 1861, the Confederate batteries opened fire upon Fort Sumter and awful war between brothers was begun. The fall of Fort Sumter stirred the citizens into action. A mass meeting was called by 150 citizens of Appleton. Fiery patriotic speeches were made and lengthy resolutions adopted, pledging all-out support of the Union. And eight days later, two volunteers were escorted to the station by a large group of citizens and two bands! But it all proved the incentive for enlistments in the many companies being organized in the county including the Appleton Light Infantry, and the Appleton Silver Grays—this last composed of men over forty-five years of age.

The fratricidal struggle dragged on for four years, culminating in Appomattox Court House. But out of the horror of the bloodiest civil war ever seen upon the face of the earth, emerged a new United States, strong and united and free.

**EPISODE X—Appleton Firsts**

Steamboat traffic on the Fox river never lived up to expectations though it did, for a short period, aid in the development of the river towns. The first railroad to push into Appleton was the Chicago and North Western. Its "Pioneer" entered the city on March 5th, 1861. One of the first telephone exchanges in Wisconsin—in fact, one of the earliest in the United States,—developed in an Appleton drugstore in 1877.

Another Appleton "first"—the Turner Hall Gas Light party" in the fall of 1877. Manufacture of artificial gas had begun in June, but it took the Turner party to launch this new illumination on its social career. Much publicized ahead of time, the Turner Hall had been equipped with chandeliers and jets, with a promise to the public of a "blaze of light."

**EPISODE XI—The Naughty Nineties**

By the turn of the century, the depression of 1893 was a thing of the past. Appleton was in good hands—busy building and improving, and tending to its culture. And there were the carefree days of the Gay '90's too—with band concerts and parades—with the Turn Verein exhibitions and saengerfests—There was the Chautauqua with its elevating lectures, the magician's act, and the Indians in symbolical dances.

Yes, it was the good old summertime,—July Fourth! And there you were with your hair slicked down and your mustache waxed. You just had to go to the picnic and celebration to sample your girl friend's lunch and see all the friends gathered from all around.

Our scene presents a picnic in the good old days and pictures a scene which many of our audiences will recall fondly.

**EPISODE XII—In the Cause of Democracy**

Peace and prosperity abounded in this nation until, on the afternoon of June 28, 1914, while riding in his carriage, the Archduke Ferdinand, heir to the Austrian throne was assassinated at Sarajevo, touching off the spark that was to ignite the conflagration of the First World War. Then followed quickly the many events leading to the various European alliances, with England being the first to enter the cause for democracy and finally on April 6, 1917, The Congress of the United States declared war on Imperial Germany and we were swept into the struggle. Many of our sons and brothers left these shores to lie forever on a foreign soil.

**EPISODE XIII—The Second World War**

In 1939 the clouds of war again descended upon the world. Appleton, along with the nation bore her share of sacrifice and hardship, freely and willingly as she had done through the years, helping to carry forward the banner of freedom. Out of the bloodshed and heroism of the war, we present a stirring scene of bravery—the flag raising at Iwo Jima.

**EPISODE XIV—Finale**

We of today have received from the past a heritage beyond price. It is the heritage of courage and determination, the heritage of the inquiring mind and the will to do—to grow. Appleton's future look rests with you—and you—with your children—and your children's children. We are well founded in our past—eager in our present—and ambitious for our future.

Before you a great wheel of progress is taking form with Appleton as its hub. With each spoke carved from one of our past achievements, we see the nations of the world being served by our city. Flanked by the young manhood and womanhood of our city, proudly carrying the torch of youth into the future, the GREAT WHEEL OF PROGRESS TURNS COURAGEOUSLY INTO THE NEXT CENTURY.
The Cast of Characters for “Appleton Always Advancing”

Prologue

Color Guard
Boy Scout Color Guard
Queen
Princesses


Cadets—Judy Tracana, Pat Stroble, Mary Ann Polishinski, Sandy Crane, Shirley Abendroth, JoAnne Hamilton, Barbara Van Lieshout, Sharon Rothlisbeig, Marianne Frommerz, Marilyn Schmit.

States—Betty Lou Thyssen, Joan Jogoditsch, Sandy Reim, Mary Lee Dunsiri, Faye Massie, Cheryl Pearl, Sue Menning, Sandy Schleusner, Janice Kruecheberg, Karen Schattl, Janice Verbruggen, Gail Kositzke, Judy DeBrad, Ann Elliott, Janice Schinke, Nancy Wolfgam, Ruth Houfek, Sally Jo DeBrad, Jean Ann Feavel, Mary Miller, Joy Olson, June Harmon, Roberta Kohler.

Creation Ballet

Adam—Bob Landis.

Dancers—Carol Chmiel, June Thiel, Maija Dreimane, Kay Meyer, Sandy Utschig, Sharon Martinek, Carol Moen, Delores Shea, Barbara Notebaart, Judy Forbeck, Ellen Struck, Sandy Hoersch, Peggy Maurer, Kit Gauger, Jean Becker, Shirley Ruedinger, Evelyn Ruedinger, Mary Lou Hanson, Joan Gardner, Jean Scribner, Carol Yentz, Sharon Ripl.

Indian Scenes

Jean Nicolet—Garry Eisch.

Father Allowez—Ron Kuhr.


Squaws—Janice Grzelewsky, Judie Breitenbach, Carol Ebben, Susan Peterson, Lynn Bassett, Barbara Rickert, Mary Ann Aerntd, Sherry Engel, Jean Schindelma.

Indian Boys—

Indian Girls—


Pioneer and Church Scenes

B. B. Murch—J. Leslie Hanson.

Mrs. Murch—Edna Bell Hanson.

Granny Brown—Mrs. Harold Ruth.

Elder Sampson—Rev. C. M. Bowes, Church of the Nazarene.

Women—Ellen Gehl, Mrs. Olaf Lee, Mrs. Ervin Lietz, Mrs. Edna Lamb, Mrs. Peter A. Ebben, Mrs. Gilbert Melchert, Mrs. Melvin Ruth, Miss Keith Ann Nelson, Mrs. Walter Woehler, Mrs. James Cotter, Betty Vanderwyyst, Myra Selig, Sharon Barker, Mrs. Perry Pollard, Mrs. Otto Vollstedt, Beverly Bishop, Mrs. Jane Cytrmus, Mrs. Roland Redlin, Mrs. Robert C. Miller, Mrs. Leo Butler, Mrs. Charles Scribner, June Everett, Sue DeWitt, Audrey Gill, Evelyn Ruedinger, Mrs. Wilbur Haack.

Boys—Dick Hummel, Gordon Ovans, Danny Saunders, Bernard Saunders, Dick Hanson, Bob Schroeder, Jim Miceli, David Pollard, Bill Everett, Anthony Peter Bodway.


School

Schoolmaster—Robert Knapp.

Boys—Tom Hyatt, Chuck Hyatt, Dennis Hack, Steve Miller, Chuck Bohl, Richard Plant, Mike Woehler, Michael Ecker, Perry Medow, Mark Medow, Matthew Medow, Tim Carlson, Terry Hansen, Jerry Bentle, Buz Moe.


War Between The States

Soldier in Tent—Garry Eisch.


Gay '90's and Lawrence College

Medicine Man—Ron Simon.

Policeman—Van Kemps.

Can Can Girls—Mary Ann Mortensen, Pat Dusynski, Karen Kikpatrick, Mary Ellen Reed, Sue Schuman, Eileen Alfieri, Audrey LeClair, Sue Wilkinson, Marcia Manier, Carol Chmiel.

Bathing Beauties—Sandy Solberg, Jo-An Wheel, Karen Van Dinter, Judy Eggert, Maryanne Ricker, Nanci Bahr, Pat Miller, Judy Mueller, Bettye Springer, Ione Schaefner, Karen Schatt, Carol Yentz, Donna Pack, Delores Craden, Doris Fieck, Judy Lund.


Women—Mrs. Louise Sedo, Mrs. Gertrude Hoffmann, Mrs. Laura Loose, Mrs. Emma Luben, Mrs. Henry Kruckeberg, Mrs. Elizabeth Bessert, Mrs. Joe Cleveland, Mrs. Rudloff, Mrs. Edna J. Lamb, Mrs. Beulah Sprelbauer, Mrs. Beatrice Seludernayes, Mrs. Mabel Kuhn, Anna S. Otto, Mrs. Edna Stammer, Mrs. F. J. Gilbert, Mrs. William Block, Mrs. Lorena Hoier.


1920's
Kathy Fachett, Ann Seidl, Jane Arnoldussen, Sharon Rippl, Frances Bartz, Ilene Kugler.

First World War
Bugler—Tom Jacobs.

Iwo Jima
Miss Liberty—Nancy Bahr.
Entire Cast.

CENTENNIAL COMMITTEES

Fireworks Committee
MARTIN H. VOIGT, Chairman

Underwriting Committee
OTTO C. RENTNER, Chairman

Decorations Committee
CLARENCE BELOW, Chairman

Revenue Division
EDWARD M. ADAM, Chairman

Centennial Ball Committee—Mrs. C. L. Kramlich, Chairman.
Decorations—Mrs. Alex Manier
Maurice Stack
Publicity—Mrs. Marlin Olson
James Ferron
Chez Hoefl
Calvin Falk
Robert Groves
Richard Schuchert
William Selle

Don Clement
William Hatch
LaVerne Weishoff
James Liethen
Fred Heinritz

Program Committee
KARL P. BALDWIN, Chairman

Editorial Committee—Mr. W. T. Fox, Chairman
Miss Edith Rechcygl
Mr. Vernon Roeof
Mrs. Roger Lyons
Mrs. A. Lewenstein
Advertising Soliciting Committee—Mr. Carl Malmberg, Chairman
Appleton Lions Club
Production Committee—Mr. Doug Morrissey, Chairman

Wooden Money Committee
FOREST MUCK, Chairman
James H. Kranzusch
F. J. Kobussen
John McCombs
Harlan Hoover
Gordon Kissinger
Milton Leininger
Art Diedrich
Henry Williamson
John Losselhong

Bernie Pearl
Bob Boen
Ray Gloudeman
James Long
Robert Weyenberg
Reuben Demand
Walter Gross
Richard Ferron
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Women's Promotions Committee
MRS. C. J. SCHMIDT, Chairman

Women's Day Committee—Mrs. Jake Matthews, Chairman
Miss Margaret Walsh
Mrs. Robert Liethen
Mrs. Leonard Gerritts

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Mrs. Orville Hintz
Mrs. Alfred Beyer
Boar Judging Committee—Mrs. E. J. Benz, Chairman
Miss Lila Schultz
Mrs. Leo Wahl

Costume Judging Committee
Miss Beth Aalbers
Mrs. Stanley Hamilton

Girl Scouts

Brothers of the Brush Committee
Richard H. Bowden, Chief Brush Master
Roger Van Rysin, Assistant Brush Master
Joe Bazile
Bill Bogan
Bernard Blob
Jerry Litscher
Joe Grishaber
Geo. Corombos
Sgt. John Hanges
Ed Arndt
Mike Meyer
Nathan Powers

Wallace Wolff
Warren Rice
Harold Witter
Jerry Jahnke
Geo. Schmidt
Henry Schwalback
Sgt. Andy Andringa
LeRoy DeBruin
Elmer J. Miller

Richard Harth
Orlo Saxman
Robert Groves
James McHanes
LeRoy DeBruin
Spectacle Ticket Division
DR. W. JOHNSON, Chairman

Ticket Committee—Frank Okada, Chairman
Reserve Seat Committee—Dan Cloud, Chairman
Queen Contest Committee—Wm. J. Quinn, Chairman. Mrs. Richard J. Pfefferle, Co-Chairman
Cushiers and Gates Committee—Ralph Buesing, Chairman
Awards Committee—Hap Waltman
Arrangements Committee—Mrs. Loring Pollock

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Cost Committee—Mrs. Joan Hoffman and Mrs. Neola Thompson, Chairmen
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The Rev. V. B. Kindem Mr. Paul P. Helmuth
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Miss Bettie Matthews Mr. Kermit Luckow
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Mr. Frank Comelia Mr. Lester Schulz

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Mrs. T. J. Sherry Mrs. Jack Stewart
Mrs. Gene Pierce Mrs. LeRoy Stohlerman
Mrs. Harold Ornstein Mrs. Thomas Finngan
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Mrs. Sam Bond Mrs. R. F. Scherzinger
Mrs. Warren Gillette Mrs. Ray Max
Mrs. H. C. Crane Mrs. Eric Lindberg
Mrs. A. S. Bradford Mrs. Charles McClure
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Miss Freda R. Koplin Mrs. Ken Craig
Mrs. B. J. Baum Mrs. Fred Heinritz
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Mrs. J. A. Foley Lila Schultz
Mrs. Paul Boronow Marlene Fisch
Mrs. Don McKinley Mrs. Charlotte Podzilni
Mrs. Donald Hess Helen Wahl
Mrs. H. H. Hebbe Mrs. N. Engler
Mrs. C. A. Henderson Bea Ladwig
Mrs. C. B. Sitterton Mrs. Lloyd Lee
Mrs. John Engel, Jr. Mrs. Don Schlafke
Mrs. M. J. Schubmreb Mrs. George Narvoc
Mrs. P. C. Menning Miss Lisa Konz
Mrs. Henry Pollard Miss Linda Denoyer
Mrs. Glen Markin Miss Joan Grobe

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Mrs. Jake Matthews Mr. Harold Peter Briese
Mr. Jack Burroughs Mr. Jack Powers
Mrs. Phil Jacobson Mrs. Irene Witter
Mrs. Art Leclez George Leary
Mr. Arthur Staples Mrs. Marge Emerson

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Dr. William F. Raney

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Press Committee—James Newcomb
Radio Committee—
Rex Munger Bob Schneider

Hospitality Committee
GEORGE E. JOHNSON, Chairman

Traffic and Safety Committee—Lt. Harry Salzman, Chairman
Dignitaries and Guests Committee—Dr. Douglas Knight, Chairman
Housing Committee—John Conway, Sylvester V. Esler
Official Entertaining Committee—Mrs. Francis H. Jenkins, Chairman
Pioneer Recognition Committee—Emil A. Walther, Chairman

Special Events Division
HENRY WILLIAMSON, Chairman

Merchants Promotion Committee—Arthur H. Benson, Chairman
Fred Kobussen Rex Munger
John McComb Frank Lappen
Robert Tockus
Parade Committee—Carl Peotter, Chairman. Russell Peotter, Co-Chairman. Joseph Maldari, Co-Chairman
William Wren Allan Mulder
Phillip Dixon Kermit Lukow
Joseph Kerrigan Al Tews
Clarence Horn

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Norman Belling Charles Bodmer
George Kubisak Robert Maloney

Music Committee—Peter Heid, Chairman
Edward Thomas Frank Comelia

Homecoming Reception Committee—Emil A. Walther, Chairman
Receptionists—Mrs. Emil Walther, Chairman
Mrs. W. Arthur Hones Mrs. Roy Marston
Mrs. Wm. Meyer Mrs. George Johnson
Mrs. Paul Hackert Mrs. Frank Murphy
Mrs. John Laird Mrs. Anna Tuttle

Special Days Committee
RALPH BOHL, Chairman

Young America Day—July 1
Mr. E. W. Grover; Mr. Carl Bruno, Chairmen
Members: Lawrence Witzke, Bud Kochenze and 22 Playground Leaders.

Ladies Day—July 2
Mrs. Jake Mathews, Chairman
Members: Miss Margaret Walsh, Mrs. Robert Liethen, Mrs. Leonard Gervits, Mrs. Fred Mathews, Mrs. James Cowan, Mrs. Julian Bender.

Labor and Industry Day—July 3
Mr. Bruce Purdy; Mr. Al Kobussen, Chairmen
Members: Henry J. Jobelius, Al Fischer, Bob Shieble, John Pumal.

Military Show Day—July 4
Mr. Louis Michelin, Chairman

All Sports Day—July 5
Ade Dillon, Chairman

Agricultural Day—July 6
Jack Powers; Russ Lukow, Chairmen
DAILY SCHEDULE OF EVENTS

Friday, June 28—
CENTENNIAL QUEEN’S DAY

9:00 A.M. Official Centennial Opening
9:00 A.M. to 9:00 P.M. Centennial Bargain Days in Appleton Stores with prices to attract everyone.
9:00 A.M. All Day. Viewing of Historical Window Displays in participating Appleton Stores.
10:00 A.M. to 5:00 P.M. Registration and information for visitors at Hospitality Center in Appleton Elks Club. Free Refreshments.
8:30 P.M. Coronation of Miss Appleton, the Centennial Queen at Goodland Field.
8:45 P.M. Premier Performance of the mammoth historical spectacle Appleton Always Advancing.
10:15 P.M. Gigantic Fireworks Display, Goodland Field.

Saturday, June 29—
PIONEER AND HOMECOMING DAY

9:00 A.M. to 5:00 P.M. Centennial Bargain Days in Appleton Stores.
10:00 A.M. to 5:00 P.M. Registration and information for visitors at Hospitality Center in Appleton Elks Club. Free Refreshments.
12:00 Noon all day and evening, Pierce Park Midway opens under the sponsorship of the Appleton Jaycees.
2:30 P.M. Huge Centennial Parade of over 300 entries featuring Floats, Bands, Military Units, and Pioneer Units.
8:30 P.M. Presentation of Centennial Queen by Governor Vernon Thomson at Goodland Field.
8:45 P.M. Second Showing of Appleton Always Advancing.
9:00 P.M. Centennial Ball, Masonic Temple.
10:15 P.M. Fireworks Display at Goodland Field.

Sunday, June 30—
FAITH IN ACTION DAY

Morning Worship in the church of your choice.
12:00 P.M. All Day and Evening. Pierce Park Midway.
3:00 P.M. to 5:00 P.M. Pioneer Homecoming and Reception at Riverview Country Club featuring MacDowell Chorus, representative from State Historical Society, a 200 pound Birthday Cake from Elm Tree Bakery and other refreshments.
8:30 P.M. Third performance of Stirring Historical Spectacle Appleton Always Advancing.
10:15 P.M. Fireworks Display at Goodland Field.

Monday, July 1—
AMERICAN YOUTH DAY

10:00 A.M. to 5:00 P.M. Registration and information at Hospitality Center at Appleton Elks Club. Free Refreshments.
12:00 Noon all Day, Fun at the Pierce Park Midway.
2:00 P.M. Kiddies Toy and Pet Parade on College Avenue.
3:30 P.M. Refreshments will be distributed at Jones Park for children participating in the parade.
3:30 P.M. Maggie and Scotty Show will provide one hour free entertainment, for all Appleton children at Jones Park.
7:30 P.M. to 10:30 P.M. Free Youth Dance at Pierce Park Tennis Courts. Two Large Orchestras to furnish the music.
8:30 P.M. Fourth presentation of the Historical Spectacle Appleton Always Advancing, at Goodland Field.
10:15 Fireworks Display at Goodland Field.

Tuesday, July 2—
APPLETON LADIES’ DAY

9:00 A.M. to 11:00 A.M. Republicana, Appleton Elks Club.
9:00 A.M. to 9:00 P.M. Collection Exhibit, Geenen’s Store, Miss Stell Brandt, Chairlady.
10:00 A.M. to 5:00 P.M. Registration and information for visitors at Hospitality Center in Appleton Elks Club. Free Refreshments.
10:00 A.M. to 9:30 P.M. Art, Flower and Antique Show at Worcester Art Center, Lawrence College. Also table settings of yesterday and today, Mrs. Raymond LeVee and Miss Myrtle VanRyzin, Co-Chairladies.
11:00 A.M. to 1:00 P.M. Business Girls Luncheon at the Elks Club, Mrs. George Hoffer, Chairlady.
2:30 P.M. to 5:00 P.M. Tea and Old Fashioned Style Show at the Elks Club, Mrs. R. C. Konz and Mrs. Frank Liethen, Co-Chairladies.
7:30 P.M. Judging of Centennial Belle costumes downtown between Appleton and Oneida Streets. In case of rain the judging will be held at the Pythian Hall.
8:30 P.M. Fifth Showing of Appleton Always Advancing.
9:00 P.M. Free Square Dance at the Appleton Club.
10:15 Spectacular Fireworks Display at Goodland Field.
**Wednesday, July 3—**

**LABOR AND INDUSTRY DAY**

10:00 A.M. to 5:00 P.M. Registration and information at Hospitality Center at Appleton Elks Club. Free Refreshments.

12:00 Noon, all Day, Fun at the Pierce Park Midway.

Conducted Tours of Appleton Industries:

10:00 A.M. Wisconsin Michigan Power Company.

10:00 A.M. Telephone Company Tour.

10:00 A.M. and 1:00 P.M. Lutheran Aid Tours.

10:00 A.M. and 2:00 P.M. Western Condensing Co.

10:00 A.M. Appleton Wire Works, Inc.

10:00 A.M. and 2:00 P.M. Wisconsin Wire Works.

Open House all day 9-12 and 1-4. George Walter Brewing.

6:30 P.M. Labor and Industry Recognition Dinner at Appleton Elks Club.

Toastmaster—Don Morrissey.

Speaker Mr. Walter Castil.

8:30 P.M. Sixth Showing of the Historical Spectacle, Appleton Always Advancing, at Goodland Field.

10:15 P.M. Fireworks Display at Goodland Field.

**Thursday, July 4—**

**INDEPENDENCE DAY**

Military Mite Show at American Legion Clubhouse grounds West College Avenue.

12:00 Noon to 5:00 P.M. Free Jeep rides for the Kiddies.

1:30 P.M. Entertainment by the Sons of the American Legion Drum Corps.

2:00 P.M. Civil Air Patrol and ground observer corps demonstration.

2:45 P.M. A Fly-over by Air Force Jet Planes.

3:00 P.M. Tank show and flame thrower demonstration.

8:30 P.M. 7th showing of the Historical Spectacle, Appleton Always Advancing, at Goodland Field.

10:15 P.M. Fireworks Display at Goodland Field.

**Friday, July 5—**

**ALL SPORTS DAY**

10:00 to 5:00 P.M. Registration and information at Hospitality Center at Appleton Elks Club. Free Refreshments.

12:00 Noon, Afternoon and Evening. Pierce Park Midway.

4:00 P.M. Centennial Golf Tournament at Municipal Golf Course.

6:30 P.M. Junior League Ball Game, Inter Lake Field.

7:30 P.M. Brothers of the Brush Ball Game, Inter Lake Field.

8:30 P.M. Eighth showing of the Historical Spectacle, Appleton Always Advancing, at Goodland Field.

9:00 to 12:00 P.M. Free Street Dance, Downtown location.

10:15 P.M. Fireworks Display at Goodland Field.

**Saturday, July 6—**

**AGRICULTURAL DAY**

10:00 to 5:00 P.M. Registration and information at Hospitality Center at Appleton Elks Club. Free Refreshments.

11:00 to 12:00 A.M. Maggie & Scotty Show, American Legion Grounds—Milking Contest featuring city and farm leaders.

Presentation of Alice in Dairyland and Centennial Queen.

Farm Animal Display—calves, lambs, pigs, chicks.

12:00 to 1:00 P.M. Picnic Lunch, Free Dairy snacks, Alice in Dairyland at the American Legion Grounds on West College Avenue.

1:00 to 1:30 P.M. Maggie & Scotty Show at Pierce Park, West Prospect Avenue.

1:30 to 1:45 Honoring Century Farms, Outagamie, Winnebago and Calumet County Farms, Pierce Park.

1:45 to 2:30 P.M. Speaker, Reed Benson, Son of Secretary of Agriculture Ezra T. Benson, at Pierce Park.

2:30 P.M. Centennial Beard Judging Contest, Pierce Park.

APPLETON J. C. C.'s Civic Celebration going on throughout the day at Pierce Park.

8:00 P.M. Square Dance. Admission free, Appleton High School Gym.

8:30 P.M. Ninth showing of the Historical Spectacle, Appleton Always Advancing, at Goodland Field.

10:15 P.M. Fireworks Display at Goodland Field.

**Sunday, July 7—**

**FAITH IN OUR FUTURE DAY**

Morning, Worship in the Church of your choice.

12:00 Noon All Day and Evening. Pierce Park Midway.

8:30 P.M. Final Performance of the Historical Spectacle, Appleton Always Advancing, at Goodland Field.

10:15 P.M. Fireworks Display at Goodland Field.
STATE OF WISCONSIN

[Jt. Res. No. 90, A.]

A JOINT RESOLUTION

Congratulating the City of Appleton on its centennial.

WHEREAS, the City of Appleton, the county seat of Outagamie County, located on the Fox River in the Ruhr Valley of the Middle West commemorates its centennial as a city on May 2, 1957; and

WHEREAS, the illustrious history of this city has been tied to the Fox River from the days when Nicolet, Jolliet and Marquette first used that river as the highway to penetrate the west to modern times when industry gravitated toward this site to develop the flour, lumber and paper industries; and

WHEREAS, a fall of 30 feet in the river at this point not only attracted industry when water power was a major source of energy, but was the natural cause of the erection of the world's first hydroelectric plant in Appleton in 1882 and the establishment of the world's first commercially successful street railway in 1886; and

WHEREAS, Appleton has been identified with the paper and pulp industry since 1853 and is the seat of the first paper institute for advanced study in paper chemistry in the world; and

WHEREAS, Appleton is not only a prosperous commercial and industrial city but the seat of Lawrence College, one of the great liberal arts colleges of the Middle West; now, therefore, be it

Resolved by the assembly, the senate concurring, That the legislature congratulate the City of Appleton, its officials and its citizens on their centennial and express the hope that prosperity, progress and the joy of living will mark each year in the next century of its existence; and, be it further

Resolved, That properly attested copies of this resolution be submitted to the mayor of the City of Appleton, to the editor of the Appleton Post Crescent and to the chairman of the centennial committee.

[Signatures]

President of the Senate

Speaker of the Assembly

Chief Clerk of the Senate

Chief Clerk of the Assembly
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