1945—St. Joseph School Completed.
1946—Pettibone-Peabody Company purchased by H. C. Prange.
1947—Lawrence College Centennial.
1950—Korean War began.
1950—Five Buildings Completed:
    Lutheran Aid.
    Sacred Heart Church.
    Jefferson Elementary School.
    Lawrence College Art Center and Memorial Union.
    Addition to Zwicker Knitting Mill.
1950—North Oneida Street water tank completed—500,000 gallons.
1950—Twentieth Ward annexed to city.
    1956—Lucinda Colman Hall—Lawrence College.
    1957—Senator Joseph McCarthy deceased.

1952—Buildings Completed:
    Institute of Paper Chemistry General Activities Building.
    Grace Lutheran Church.
    Lincoln Elementary School.
    St. Matthew Lutheran School.
1953—End of Korean Action.
1953—St. Mary School Begun.
1954—Buildings Completed:
    St. Paul Lutheran School.
    First Church of Christ Scientist.
    Wesleyan Methodist Church.
    Sacred Heart Gymnasium.
1954—New Sewage Treatment Plant Completed.
The Post-War Years

1945—The Second World War is over! Appleton is surging ahead. A depression and a war have slowed progress, but now both are a thing of the past. The first two years are spent realigning ideas and settling down to work temporarily laid aside while a greater need was served. We’re carefully sizing up future plans and needs; waiting for the transfer from war to peacetime living. Then the big production begins—expansion on every side. New houses are needed for growing families and newcomers to Appleton. Our industries have long felt the need of more room and begin to push out their walls. More children mean more schools; more people, more buildings—a pushing out on all sides. New annexations, new hospitals, new businesses, new churches, new roads, new waterworks. The keynote for the past ten years might be summed up in one word—Growth!

To John J. Returnee, back for the Centennial after a ten year absence, Appleton will be momentarily unfamiliar. He won’t be able to walk down College Avenue and greet one out of five people by name. One out of twenty would be more like it. He won’t be able to find the Pettibone Peabody Company. The H. C. Prange chain bought it out a year after he left for the Navy. The Elite Theatre, scene of his favorite Saturday afternoon Westerns, is gone, replaced by the 41 Outdoor. The Aid Association for Lutherans has replaced the Zuelke Building as the tallest structure in town. A spanking new J. C. Penney store has superseded the old Sherry garage on the corner of College and Superior.
The S. S. Kresge Store has a new building and self-service. Some of the old stores are in the same locations with new buildings. All of the banks have been remodeled and most of the smaller shops have new facades at least. The Appleton Free Public Library has been completely torn out and redone inside and has a new paint job outside. Old homes have been torn down to make room for five city parking lots and penny-hungry parking meters dot the landscape. The Medical Arts Clinic offers a sharp contrast to the old familiar Morgan School, across the street. The Conway Hotel, pleasantly reminiscent of his high school dances, boasts a new restaurant, a completely remodeled exterior and shops in the lobby. The Conway Annex has become the John Balliet Hotel and houses a second local radio station, WAPL. Brett Schneider’s Funeral Home has moved from Appleton to Oneida Street and is bigger and more imposing. The Valley Funeral Home has moved to a new building on Richmond Street.

A rambling car tour with his family reveals Valley Fair Shopping Center on the southside of town, Northgate Shopping Center on Highway 41; two new food chains, Krambo with four stores and Red Owl with one; four new motels—El-Rancho, L-K, Bloomer’s and the Alamo Plaza. Various industries have added new buildings and renovated old ones. All the trees on Wisconsin Avenue were taken out when the street was widened. It’s really Second Avenue now with a host of new stores and “service” businesses. The upper end of College Avenue has been extended over a viaduct to Highway 41 and the boulevards have been eliminated to make room for four lane traffic. Ten subdivisions have been annexed to the city. The Reid Municipal Golf Course now has eighteen holes instead of the familiar front nine of John’s extreme youth. There are more cars, more houses, more people, a faster pace and a brisk air of going ahead about the town. John J. is bewildered by some of the changes and has

1945—Zuelke Building Addition completed in background. Lutheran Aid steel scaffolding completed. St. Joseph School just beginning to emerge in foreground.
sentimental regrets about the passing of some of his old haunts, but he is much impressed by the strides his native city has made in the last ten years.

Should John J. decide to live in Appleton, he will undoubtedly sidetrack sentiment for some solid facts and figures. And rightly so. He will learn that Appleton is the third largest retail sales center in the state of Wisconsin and has the second lowest tax base. In home construction and population increase—two sure signs of a healthy, vital community, Appleton parallels the national average like the sidecar on a motorcycle.

Because of the interflow of employment and services between our city and Neenah-Menasha, Kaukauna, Kimberly and Combined Locks, it's almost impossible to mention Appleton as a separate business-industrial entity. Still, within the corporate city limits, there are ninety manufacturers recognized by the Appleton Chamber of Commerce producing a wide variety of items like bobby-pins, beer and burial vaults, sausages, sweaters and soap. Four large paper mills—the employment backbone of our city from earliest times—operate in Appleton. Again following the national trend, our city's business has become more specialized with the emphasis on service and convenience rather than merchandise and the basic essentials.

Appleton school population has increased by a round figure of 2500 in the past ten years. Just to house these children, five new elementary schools containing 73 classrooms were built. These figures do not include schools, both public and parochial, which were replaced by larger structures. The public school teaching staff jumped from 191 to 284 in the same ten year period. Teacher qualifications have been steadily increasing, too. Very few of the people who are largely responsible for our children's futures hold less than bachelor's degrees. Many of them
have master's degrees or better. In the past decade, Appleton's educational services have been expanded to serve more children and have become more specialized to fill particular needs. Psychometric testing and social service for the emotionally disturbed is available to every school child in the city. Children with special reading problems can obtain intensive help through the reading service. Conversational French, traditionally a high school subject, can be taken through grades four, five and six at the present time and next year will be part of the junior high school curriculum. There are better physical education facilities in all our schools and a home-bound teaching service for children physically unable to attend. There are more school nurses and dental hygienists to care for physical and oral health needs, and a separate guidance department on the high school level. A new Dean of Boys does counseling at Appleton High School and, most revolutionary of all, it's impossible to "flunk out" in grade school anymore. The elementary school grade structure has been revised so that children can progress on a continuous basis and with better understanding.

At the present rate of growth, Appleton's parochial schools will have 2000 more children in ten years and the public school system is planning for 3500. There will be a new Catholic High School and a new Lutheran High School. Public elementary schools will be needed in the northeastern and northwestern parts of the city. Seventy year old school buildings will have to be replaced and a new junior high school should be built on the north limits of the city. And, of course, more teachers!

Lawrence College, recently rated by a national magazine as one of the leading liberal arts colleges in the country, antedates the city itself and contributes many cultural advantages to our city plus the audible benefits of an FM educational radio station. The Institute of Paper Chemistry, one of the few institutions of its kind in this country, attracts graduate students from all over the world which has the effect of internationalizing a midwestern city.

The Police Department has 58 full time employees and, in addition, hires women traffic guards on a three hour per day basis to watch school crossings. Besides crime pre-
vention, the police department controls traffic. Appleton, since 1941, has had the lowest crime rate of any city of its size in the United States.

The Fire Department has 55 paid personnel and three fire stations. Because two local fire inspectors inspect business and manufacturing plants four times a year and residential sections twice a year, insurance underwriters give Appleton a third class fire rating with the resulting low insurance rates.

Appleton has always been a churchgoing community. We take our faiths seriously. The sound of church bells on Sunday morning is not only pleasant to hear but a melodic reminder that we have been most generously endowed with benefits which other communities had to fight and struggle for. Four Catholic churches, three Jewish synagogues and 29 Protestant churches meet the spiritual needs of our citizens.

Within the city itself are seventeen parks, a municipal swimming pool and a city golf course. The Appleton Recreation Department has an equipment service which is available to churches, clubs, industrial, fraternal and private groups for special events. The Department also sponsors the Newcomers' Club and its alumni association, The Civic League; the Golden Agers' Club, baseball, soft ball, golf lessons and tournaments, State Chess Tournament, basketball tournaments, ice hockey tournaments, volleyball, dartball, badminton, archery, square dance classes, children's fancy skating classes, bridge classes, summer and Saturday free play periods, model airplane club and special city-wide holiday parties. The YMCA has an indoor swimming pool, gym and handball court which are available to the public for a small fee. This building also houses "The Terror's Den," a highly successful civic youth center.

Culturally, the Lawrence College Artists Series has been providing musical fare for Appletonians for a long time. The Lawrence Conservatory of Music gives free music recitals and the Lawrence Symphony and Band play several free concerts a year. There are three dramatic groups, which present plays in Appleton. The Lawrence College Theatre draws its actors from the student body and gives three plays per season. The Attic Theater plays weekends for eight weeks during the summer and the Valley Players productions are limited to the winter. Both draw their entire casts and crews from people in the community. In addition to the innumerable lecturers and entertainers sponsored by social, fraternal and religious organizations, the Lawrence College Art Center sponsors art shows, foreign films and painting classes.

The Appleton Free Public Library was remodeled in 1955. It contains 87,000 volumes and has an active file of 15,600 readers. Besides the reading area and reference room, it contains a separate and charming children's department, a youth room, art and conference rooms which any private group may use by appointment, a workshop area, an extension department and periodical and reference storage rooms. The Samuel D. Appleton Library of Lawrence College contains 74,600 volumes plus 11,000 U. S. government documents. It is a well equipped reference library in the fields of fine arts, classical languages, international relations, modern painting and drama. The Kimberly Memorial Library of the Institute of Paper Chemistry is a reference library only. Its 16,700 volumes contain one of the world's best collections in the field of pulp and paper technology and related sciences. Its monthly publication, The Bulletin of The Institute of Paper Chemistry, has international circulation. The St. Francis Library has 6200 volumes of Catholic literature and is open to everyone. It also has a lending film and record collection of religious works.

The city's only museum is the Dard Hunter Paper Museum located at the Institute of Paper Chemistry. It has thousands of specimens of early handmade papers, watermarks, oriental decorative papers, rare books and manuscripts on paper making and tools from all parts of the world for making paper by hand. It is considered the world's finest collection of its kind.
A faith in the future. Not yet complete, these two fine high schools exemplify the vigorous religious spirit of Appleton and will help solve the coming problem of schools to meet the needs of increased numbers of students. The Catholic High School (above) will be located on Appleton's southwest side. The Fox Valley Lutheran High School (below), to be completed in time for classes in the fall, is Appleton's newest northside landmark.
Above—Proposed bridge over industrial section—approved, but not begun.

Below—College Avenue 1960, visualized in a survey done for the H. C. Prange Co. in 1953 by Victor Gruen, a Detroit architect. To date, no action has been taken on this interesting proposal.
A Salute to Progress

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In 1902, Railway Car-Movers became the principal product, and the firm name changed to the Advance Car-Mover Co. The enterprise became a corporation in 1914. Hay-Tools were sold under the new firm name, but were discontinued in the late twenties.
The present plant is at 112 North Outagamie Street. The principal product, manually operated pushers for moving railway cars, are made in Appleton and Welland, Ont., Canada. Badger-Line products are exported to most free countries.

Present officers are
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and Thomas Coyle

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Expansion into at least one new operating territory (state) annually. A dynamic recruiting program aimed at appointing the highest caliber agent in each community . . . a local, independent businessman who assures policy-holders of the most expert insurance planning and counselling available.

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An aggressive research program for the creation and development of new methods and ideas of service, economy and operating procedures.

Leadership is based on the quality and correctness of thinking. Home Mutual recognizes this. At the home office and in the field, we are geared to make our agents more effective in their role as professional insurance advisors.

Financial stability and a modern program of insurance are important, but the major reason for the company’s success in the past—and for continued progress in the future—is the people at Home Mutual. It is our people . . . their spirit of working together as a team . . . their helpful attitude toward policyholders and agents that makes the difference and guarantees success.

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Just as we developed low-priced electricity from water power, so today we are planning for your future electrical needs. We will maintain our 75-year record of:

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- fostering community improvement
- offering our customers the finest quality of service
- being good citizens in the communities we serve

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ESTABLISHED 1911
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In the early days the meat would be cut for the customer after she placed her order. Round steak was the big seller while sirloin was hard to sell and the T bones were aged and sold to the hotel as the customers would not buy them. Pork chops were also hard to sell as the housewife in those days preferred shoulder pork steak and ham pork roast. Today the housewife wants center cut pork chops and the T bone steaks but uses very few of the cuts that her grandmother used. Most meats are precut today for shopping convenience.

Meats were the only items handled then but today we have a complete food store. Sausage was our specialty then and we still make our “Home Made” sausage and smoke our own bacon as we did in those early years and we have established a reputation for the quality of these products.

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A SALUTE TO APPLETON

Consolidated began operations in Appleton in 1916 on the site of the first paper mill in the city. Today over 300 men and women operate and manage Appleton Division, producing Mitscherlich sulphite pulp for use in the manufacture of paper essential to modern living in America. We take great pride in having had a part in the first century’s history of Appleton and look forward to continued operation in this friendly and progressive city.

APPLETON DIVISION, CONSOLIDATED WATER POWER & PAPER CO.
The Appleton State Bank was incorporated on the 27th day of May, 1911, and opened its doors for business on December 16th, 1911. On June 21st, 1911, it held its first stockholders and directors meeting and the following were named officers and directors: President, G. A. Zuehlke; Vice President, Henry A. Schmitz; Cashier, B. J. Zuehlke; Directors, Albert H. Krugmeier and Gustave Keller. Its earliest personnel M. A. Schuh, Assistant Cashier, who later served as President from 1943 to 1953 and Tim A. Sauer, present Cashier.

The bank was established as the result of the combined experiences and efforts of B. J. Zuehlke, then and for many previous years Register of Deeds for Outagamie County; Albert H. Krugmeier, prominent attorney; and G. A. Zuehlke, a well known Hortonville banker with an extensive mortgage loan business experience. These men foresaw a promising future for a banking institution whose primary aim was to care for and satisfy the banking needs of the small business man, the farmer, the worker and the average home owner.

When the Appleton State Bank commenced doing business, the city of Appleton was less than half of its present size in population and retail trades. In the spring and summer of 1911 the first unit of the present banking house was constructed at 221 W. College Avenue. A few years later the adjoining Rhine Lodge building was acquired and in 1931, the entire banking quarters were enlarged, completely remodeled with the most modern vault and equipment obtainable.

In 1938 the bank acquired the assets of the Farmers and Merchants Bank of Dale and opened branches at Dale, Fremont, Hortonville and Shiocton. In a further effort to expand the services offered for the convenience of its customers, the bank opened the first drive-in-window in this part of the state in 1948. It is also the only bank in Outagamie County that operates a Trust Department.

The bank had an original capitalization of $50,000.00 and the capital funds now exceed $1,500,000.00. Today the bank has more than 6,000 checking accounts and 14,000 savings accounts which have total deposits averaging around $18,000,000.00.

Its present officers are: President, A. F. Zuehlke; Vice President and Trust Officer, L. F. Schreiter; Vice Presidents, Gus A. Zuehlke and G. J. Rehien; Tim A. Sauer, Cashier; Assistant Cashiers, R. H. Zschaechner, C. F. Schreiter, Grace Haberman, H. R. Taggart, A. W. Lautenschlager, E. P. Sherburne and M. R. Sousek.

The physical aspects of banking have changed mightily since the Appleton State Bank first opened its doors and the bank has always been quick to make any operational changes to improve its service. It has not, as yet, found any suitable substitute for good old-fashioned friendliness in its attitude towards its valued customers, large or small.

The Appleton State Bank pledges its faith in the future of Appleton and will continue to look ahead, plan ahead and work ahead.

APPLETON STATE BANK

85
CONGRATULATIONS, APPLETON, on
100 years of distinguished progress and growth

The Certified Public Accountants
of Appleton, Wisconsin

CARL J. BECHER & CO.
E. A. DETTMAN & CO.
WILBUR H. HAASS
RICHARD U. LANDREMAN
C. L. LOCKWOOD
WILLARD J. SCHENCK
SCHUMAKER, DERSCHEID & CO.

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AND GREASES
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Appleton, Wis.

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Air Conditioning Contractors
In Business Over 75 Years

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1800 W. Rogers Ave.
Appleton, Wis.

∗
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INDUSTRY ∗ SCHOOLS ∗ STORES

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Appleton, Wis.
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Heid Music Company
215 E. College Avenue

The Sherwin Williams Paint Co.
302 E. College Avenue

Fox Oil Company
926 W. College Avenue

McKee & Jaeckels
Zuelke Bldg.

Valley Sporting Goods
307 W. College Avenue

Wachtendonk’s Bookkeeping Service
116 S. Appleton Street

Conkey’s Book Store
218 E. College Avenue

Lindy’s Ambulance Service
1335 S. Oneida

Ferron-Tesch Super Service
120 N. Morrison Street

Arden’s Auto Service
2025 N. Richmond Street

Becker’s Typewriter Shop
510 W. College Ave.

Fraser Lumber Co., Inc.
501 N. Superior

Bowlby Candy Company
125 E. College

Liethen Corporation
113 N. Badger Avenue

Behnke’s
129 E. College Avenue

Heigl Grocery Beer Depot
302 S. Story Street

Appleton Battery & Ignition
210 E. Washington

Signs of Quella
621 W. Lawrence Street

Big Shoe Store
116 E. College Avenue

Sharp Auto Body Service
Franklin & Division St.

F. W. Woolworth Store
108 E. College Avenue

The Pure Oil Co.
Menasha Road

Luebke Roofing & Siding Company
715 W. College Avenue
CHOICE SUB-DIVISIONS
Palisades Area
Town of Menasha
Baldwin Sub-division
(Bridgewood Golf Course)
Neenah

The Baldwin Co.
211 NORTH APPELTON STREET

Visit Your Standard Dealer Today For—
Greater Engine Performance

GOLD CROWN
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SUPER PREMIUM
KING SIZE REGULAR

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Daily 11:30-2:00 P. M.

JAKE SKALL
and Sons
DON & RUSS

"EARLYDINER REWARD"
@ $2.95
Medium T. Bone or
Top Sirloin Dinner.
5 P.M.-6 P.M.

COLONIAL WONDER BAR, now celebrating their 25th year in business, along with the Centennial year of Appleton.

We are proud of the fact that, for twenty-five years, we have consistently served GOOD FOOD, and are known from coast to coast for wonderful food.

1932 . . . . 1957

New Charcoal Grill operating daily, for your Choice Aged Steak, whether it be New York Strip Porterhouse, T. Bones or Fillets. Oh Yes, we also have delicious Prime Ribs Of Beef, as rare or as well done as you like them.

11:30 A.M.—11:30 P.M.

Appleton, Wis.  REgent: 4-6600  So. Memorial Dr.
Growing with Appleton for 104 Years

Participating in and Contributing to
APPLETON PROGRESS

APPLETON POST-CRESCENT
1853-1957
<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Grill</td>
<td>111 South Appleton Street</td>
</tr>
<tr>
<td>Stokely Van Camp, Inc.</td>
<td>127 N. Union Street</td>
</tr>
<tr>
<td>Shirley's</td>
<td>Krieb Furs, Inc.</td>
</tr>
<tr>
<td>118 North Oneida</td>
<td>220 E. College Avenue</td>
</tr>
<tr>
<td>Marx Jewelers</td>
<td>S. S. Kresge Company</td>
</tr>
<tr>
<td>212 E. College</td>
<td>110 W. College Avenue</td>
</tr>
<tr>
<td>Appleton Neon Sign Company</td>
<td>Western Elevator</td>
</tr>
<tr>
<td>P.O. Box 223</td>
<td>507 N. Appleton Street</td>
</tr>
<tr>
<td>Firestone Stores</td>
<td>Badger Cleaners</td>
</tr>
<tr>
<td>321 W. College Avenue</td>
<td>217 N. Appleton</td>
</tr>
<tr>
<td>Pope Paint Company</td>
<td>Valley Blue Print Co.</td>
</tr>
<tr>
<td>512 W. College Avenue</td>
<td>211 N. Appleton Street</td>
</tr>
<tr>
<td>Dale Realty</td>
<td>Memorial Drive Florist</td>
</tr>
<tr>
<td>Outagamie County Bank Bldg.</td>
<td>105 Gardeners Row</td>
</tr>
<tr>
<td>E &amp; R Realty</td>
<td>Carroll &amp; Carroll Real Estate</td>
</tr>
<tr>
<td>517 W. Wisconsin Avenue</td>
<td>121 N. Appleton Street</td>
</tr>
<tr>
<td>Kinney Shoe Store</td>
<td>Pritzl &amp; Ruscher, Inc.</td>
</tr>
<tr>
<td>104 E. College Avenue</td>
<td>600 South Telulah</td>
</tr>
<tr>
<td>Schaefer Dairy Products Company</td>
<td>Suelflow’s Travel Goods</td>
</tr>
<tr>
<td>2036 E. Newberry</td>
<td>303 W. College Avenue</td>
</tr>
<tr>
<td>Yonan and Sons, Inc.</td>
<td>Spudnut Cafe</td>
</tr>
<tr>
<td>Zuelke Bldg.</td>
<td>347 W. College Ave.</td>
</tr>
<tr>
<td>Conway Hotel</td>
<td>1027 So. Outagamie</td>
</tr>
<tr>
<td></td>
<td>Kobussen Clothing</td>
</tr>
<tr>
<td></td>
<td>301 W. College Avenue</td>
</tr>
</tbody>
</table>
This picture was taken about 1920 at the coal elevators opposite Marston's Main Office on N. Oneida St. Trucks and horse-drawn vehicles were both used for drayage at that time. Wood, too, was a popular fuel item in those days.

J. H. Marston
Founder

79th YEAR
OF GROWTH & SERVICE

Jerard & Mason, a company organized for manufacture of HUBS, SPOKES & WAGON STOCK began operation in 1862 but became known as Mason & Marston in 1864. J. H. Marston, long referred to as “Captain” because of his service in the “War Between the States,” later became associated with C. A. Beveridge, a native of New Brunswick and the firm was then known as Marston & Beveridge. “The History of Northern Wisconsin” reported the firm employed “32 hands” and “2 teams” and turned out stock for “18,000 wagons annually.”

J. H. Marston served 2 terms as Mayor of Appleton—1877 and 1882.

Beginning in 1878, the firm was established as Marston Bros. Co. and C. L. Marston and Q. D. Marston, sons of J. H. Marston became active in the business.

Appleton was just six years young when the firm now known as Marston Bros. Co. began operations.

Appleton’s Centennial finds the Marston family still engaged in business through seven generations in Appleton.

The present members of the organization are:—Mrs. C. L. Marston, Mrs. Roy H. Marston, Mrs. Guy B. Marston, Mr. R. H. Marston, Jr., President. Joseph H. Marston, Jr. is general manager and secretary of the corporation.

MARSTON BROS. CO.
ESTABLISHED IN 1878

540 N. ONEIDA ST.   APPLETON, WISCONSIN
PIONEERS—65 Years in the Electrical Business

Founded 1892

PICTURE TAKEN ABOUT 1890

YOUR ELECTRICAL STORE SINCE 1923

This photo, taken about 1890, is the original building, presently occupied by Langstadt's, Inc. at 233 E. College Ave. Previous to Langstadt's occupancy it housed a cigar factory, a candy manufacturing company, and had living quarters upstairs. It was remodeled and enlarged in 1923 and has housed your electrical store since that time!

CENTENNIAL BOOSTERS

LANGSTADT Electrical Supply Co.
1524 W. Civic Street
APPLETON, WIS.

LANGSTADT, Inc.
233 E. College Ave.
APPLETON, WIS.

LANGSTADT, Inc.
129 W. Wisconsin Ave.
NEENAH, WIS.

Your WESTINGHOUSE Dealers
WAYNE-HUMMER & CO.
MEMBERS N. Y. STOCK EXCHANGE
AND OTHER PRINCIPAL EXCHANGES

J. W. LAWLOR, Res. Partner
Representatives:
ROBERT H. CHASE
CHESTER D. SHEPARD

123 So. Appleton St.
Phone REgent 4-1475

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Integrity in local, good music, news, sports and Network Broadcasting for the past 27 years.
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Appleton's Full time, Network, Music News and Sports Station

THE AMERICAN LEGION CLUB
"In our 38th Year"
CENTENNIAL HOSPITALITY CENTER
W. College Ave. Road
Appleton, Wisconsin

Compliments of
Theo. Utschig, General Contractor

CONGRATULATIONS ON THE 100TH ANNIVERSARY
OF THE CITY OF APPLETON FROM THE
Outagamie County
Wholesale Beer Distributors Association

BRAMUCCI DISTRIBUTING CO.  APPLETON BEVERAGE CO. INC.
BAER BEVERAGE CO.  RETTLER DISTRIBUTING CO.
DR. PEPPER BOTTLING CO.  KAMPS DISTRIBUTING CO.
VALLEY BEER SALES CO.
<table>
<thead>
<tr>
<th>SPONSORS</th>
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</thead>
<tbody>
<tr>
<td>Haak Heating &amp; Sheet Metal Service</td>
</tr>
<tr>
<td>136 N. Badger Avenue</td>
</tr>
<tr>
<td>Russell's Chocolates</td>
</tr>
<tr>
<td>327 W. College Avenue</td>
</tr>
<tr>
<td>Engel Plumbing &amp; Heating Company</td>
</tr>
<tr>
<td>218 E. Washington Street</td>
</tr>
<tr>
<td>Appleton Floral</td>
</tr>
<tr>
<td>West Prospect Avenue</td>
</tr>
<tr>
<td>The Garvey Agency</td>
</tr>
<tr>
<td>116 South Superior</td>
</tr>
<tr>
<td>La Besco Company</td>
</tr>
<tr>
<td>116 N. Division</td>
</tr>
<tr>
<td>Acme Frame &amp; Axle Service</td>
</tr>
<tr>
<td>1314 W. Wisconsin Ave.</td>
</tr>
<tr>
<td>Schreiter Auto Supply Co.</td>
</tr>
<tr>
<td>531 W. College Avenue</td>
</tr>
<tr>
<td>Geenen Dry Goods Co.</td>
</tr>
<tr>
<td>124 E. College Ave.</td>
</tr>
<tr>
<td>Mullen Electric Company</td>
</tr>
<tr>
<td>P.O. Box 378</td>
</tr>
<tr>
<td>McKinley Sales, Inc.</td>
</tr>
<tr>
<td>531 W. College Avenue</td>
</tr>
<tr>
<td>General Office Supply</td>
</tr>
<tr>
<td>214 E. College Avenue</td>
</tr>
<tr>
<td>The Carpet Shop</td>
</tr>
<tr>
<td>502 W. College</td>
</tr>
<tr>
<td>Appleton, Wis.</td>
</tr>
<tr>
<td>General Sales Co., Inc.</td>
</tr>
<tr>
<td>1102 W. Wisconsin Avenue</td>
</tr>
<tr>
<td>Bob's Barber Shop</td>
</tr>
<tr>
<td>3rd Floor Zuelke Bldg.</td>
</tr>
<tr>
<td>Cohen Fruit Company</td>
</tr>
<tr>
<td>311 N. Clark Street</td>
</tr>
<tr>
<td>Hoffman's Foot-So-Port Shoe Shop</td>
</tr>
<tr>
<td>219 W. College Avenue</td>
</tr>
<tr>
<td>Johnson's Cleaners &amp; Dyers</td>
</tr>
<tr>
<td>1302 E. Wisconsin Avenue</td>
</tr>
<tr>
<td>Thomson Std. Service</td>
</tr>
<tr>
<td>911 W. College Avenue</td>
</tr>
<tr>
<td>Smith's School Supply</td>
</tr>
<tr>
<td>619 W. Wisconsin Avenue</td>
</tr>
<tr>
<td>Appleton Barber Supply Co.</td>
</tr>
<tr>
<td>324 W. Washington Street</td>
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<tr>
<td>Herb's Service</td>
</tr>
<tr>
<td>Corner W. Wisconsin &amp; Badger Ave.</td>
</tr>
<tr>
<td>Matthews Tire Company</td>
</tr>
<tr>
<td>1224 W. Wisconsin Avenue</td>
</tr>
<tr>
<td>Foxboro Company</td>
</tr>
<tr>
<td>109 S. Appleton St.</td>
</tr>
</tbody>
</table>
You get draft-beer pleasure from bottle, tap or can!

smoother, fresher, far less filling

draft-brewed BLATZ

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<table>
<thead>
<tr>
<th>SPONSORS</th>
<th>Address</th>
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</thead>
<tbody>
<tr>
<td>Unmuth Rexall Drugs</td>
<td>208 E. Wisconsin Avenue</td>
</tr>
<tr>
<td>Ellenbecker Furniture Co.</td>
<td>217 W. Wisconsin Avenue</td>
</tr>
<tr>
<td>Badger Plug Co.</td>
<td>930 E. John Street</td>
</tr>
<tr>
<td>The Gay Spot</td>
<td>944 E. Wisconsin Avenue</td>
</tr>
<tr>
<td>The Rose Shop</td>
<td>107 W. College Avenue</td>
</tr>
<tr>
<td>Honkamp Realty</td>
<td>310 N. Oneida Street</td>
</tr>
<tr>
<td>Wooden Service Company</td>
<td>1624 E. Wisconsin Avenue</td>
</tr>
<tr>
<td>Norman W. Hall Agency</td>
<td>120 E. Wisconsin Avenue</td>
</tr>
<tr>
<td>De Noble Agency</td>
<td>518 E. Wisconsin Ave.</td>
</tr>
<tr>
<td>Laydwel Floors</td>
<td>410 W. College Avenue</td>
</tr>
<tr>
<td>Oaks Candy Shop</td>
<td>125 N. Appleton St.</td>
</tr>
<tr>
<td>Buchert, Inc.</td>
<td>123 S. Victoria</td>
</tr>
<tr>
<td>Hopfensperger Bros.</td>
<td>418 W. College Avenue</td>
</tr>
<tr>
<td>Progress Printing Co.</td>
<td>1306 N. Appleton St.</td>
</tr>
<tr>
<td>P &amp; J Sales Company</td>
<td>507 W. Washington Street</td>
</tr>
<tr>
<td>Johnson Specialized Service</td>
<td>South Oneida &amp; Foster</td>
</tr>
<tr>
<td>P. G. Miron Construction Co., Inc.</td>
<td>P.O. Box 962</td>
</tr>
<tr>
<td>J. Fountain Lumber Company</td>
<td>129 North State Street</td>
</tr>
<tr>
<td>Charles J. Casperson</td>
<td>228 N. State Street</td>
</tr>
<tr>
<td>Appleton Clean Towel Service</td>
<td>205 N. Douglas St.</td>
</tr>
<tr>
<td>Clark's Oil Station</td>
<td>134 N. Richmond</td>
</tr>
<tr>
<td>Ben Franklin</td>
<td>414 W. College Ave.</td>
</tr>
<tr>
<td>Brauer's Clothing</td>
<td>226 W. College Avenue</td>
</tr>
<tr>
<td>Citizens Loan &amp; Investment Co.</td>
<td>319 E. College Avenue</td>
</tr>
</tbody>
</table>