The Appleton REVIEW

R 977.539
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1857

In Story and Picture

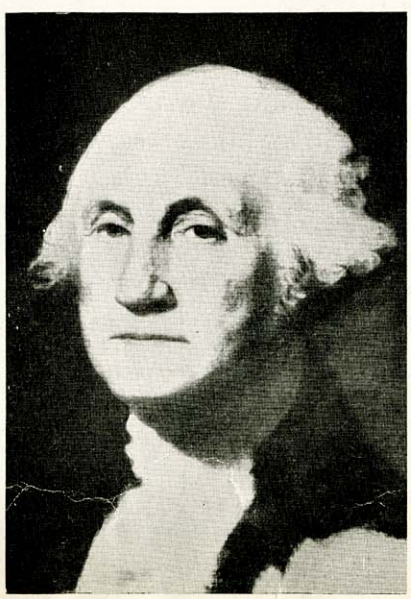
Appleton's 75th Anniversary Celebration

and

George Washington Bi-Centennial

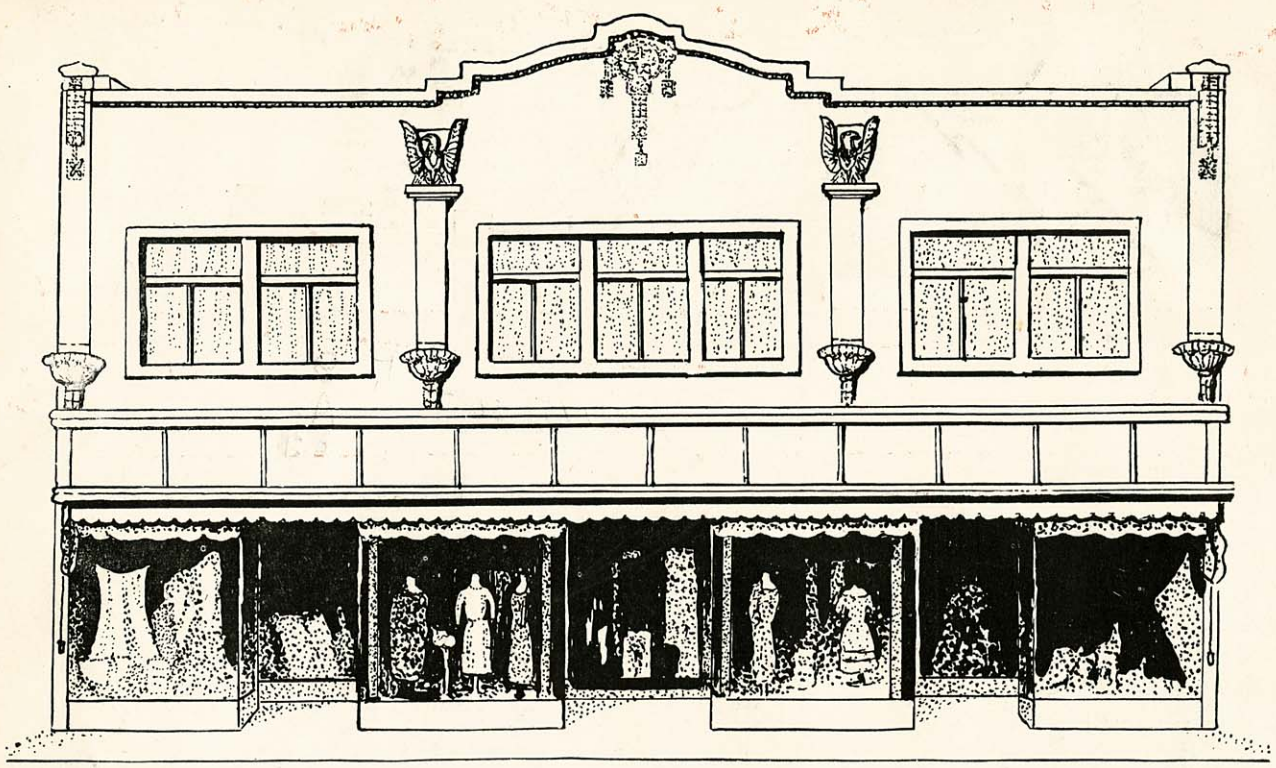
Souvenir Edition

1932



April 29 1932

5¢ per copy



A Friendly Store for Appleton

THERE were five employees needed when Geenen's began to do business in 1896; the store and its stock were small. Today, a remarkable change has been brought about. It requires many times that number of capable salespersons, office workers and department heads to operate this steadily growing department store.

Yet, through all the years of improvements, enlargements, and changes, the Geenen ideal of better merchandise, fairly sold at lower prices has been maintained, but the Geenen policy of Service, Quality and Lower Prices continues.

This is the thirty-sixth year of Geenen's growth; we are proud of it. At the same time we are proud of Appleton on the occasion of its seventy-fifth anniversary. Congratulations, and thank you for treating us so well! Our Hope—May we always MERIT your patronage.

GEENEN'S

You're Always Welcome Here

Your Store

Founded on Fairness

Built by Confidence

Sustained by Good Will

Congratulations Appleton

GLOUDEMANS GAGE CO

The Old Cracker Barrel

of Seventy-Five Years Ago Has Made Its Departure

APPLETON SERVICE STORES

YOUR home grocer of today is many times more valuable as the servant of your home than the merchant in his candle-lit store of barrels and bins seventy-five years ago. Packaged goods of the best manufacturers, foods of the finest quality, and displays that make shopping convenient, plus individual, personal attention to your needs, no matter how small, represent progress that keeps pace with the Appleton of today.

No need to carry heavy bundles from downtown. Appleton Service Stores shop for you by telephone order as though you were selecting the goods in person. They bring your food to your home promptly, extend deserving credit, anticipate your needs, learn your especial wants and extend many courtesies born of a close friendship that only a home grocer can develop.

Appleton Service Stores own their property, pay local taxes, have a share in the community life, contribute to local activities and share with the people here the joy of a Seventy-fifth Anniversary for the Appleton they have helped to build.

APPLETON SERVICE STORES

Wm. H. Becher
119 E. Harrison St. Tel. 592

Griesbach & Bosch
500 N. Richmond St. Tel. 4920

C. Grieshaber
1407 E. John St. Tel. 432

Junction Store
1400 W. Second St. Tel. 680-W

Keller's Food Market
605 N. Superior St. Tel. 734

Kemp Grocery
420 W. Wis. Ave. Tel. 2069

Kluge Grocery
614 E. Hancock St. Tel. 380

Schaefer's Grocery
602 W. College Ave. Tel. 223

Scheil Bros.
514 N. Appleton St. Tel. 200

Wichmann Bros.
230 E. College Ave. Tel. 166

Knit Superior Goods

For the whole family direct from the factory—Every day bargains

Ladies' and Misses' Short Sleeve Slipons
Size 34 to 42
All the new spring shades
$1.00 to $1.95

Ladies' Two Piece Knit Ensembles
Skirt and sweater to match
Size 14 to 20
$1.95 to $2.95

Children's Slipover Sweaters
Ages 2 to 6
75c to $1.25

Boys' Slipons
U necks—V necks—UV necks
Size 28 to 34
In all the new shades
$1.00 up

MEN'S SUITS
All Wool—$21.50
Extra Trousers—$3.50
TOP COATS
$21.50
This cloth is made by the Appleton Woolen Mills

Men's Slipons U, V, and UV Necks
Sizes 36 to 46
All new spring colors
Golf hose to match
$1.00 up

APPLETON WOOLEN MILLS
Established 1881

614 So. Oneida Street

APPLETON SUPERIOR KNITTING WORKS
Established 1899

COMPLIMENTS OF

KIMBERLY-CLARK CORPORATION

MILLS AT

Neenah, Appleton, Kimberly, Niagara, Wisconsin
Niagara Falls, New York

APPLETON REVIEW. Published semi-weekly at 108 W. College Ave., Appleton, Wis. Entered at the post office at Appleton, Wis., as second class matter.

International Home Office Building

Aid Association for Lutherans

In Business Since 1902 — APPLETON, WIS. — *Licensed in U.S.A. and Canada*

Legal Reserve Fraternal Life Insurance for Men, Women, and Children

This association was organized here in 1902 and is now an international organization doing business throughout the U. S. A. and Canada in the Lutheran Synodical Conference with international headquarters here in Appleton, Wis. The association covers its members with all kinds of insurance including Term Insurance, Whole Life, Limited Payment Life, Limited Payment Similar to Endowments at any future attained age, Double Indemnity, Total Permanent Disability Benefit, Temporary Sick Benefits, Cash Surrender and Loan Values, Paid-up and Extended Insurance Values.

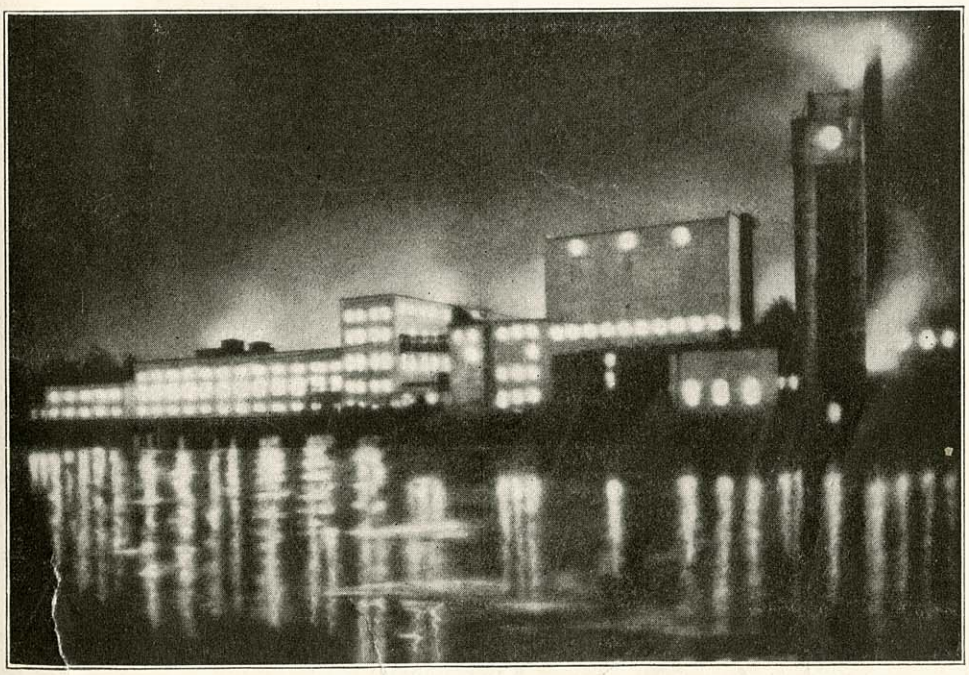
The death or withdrawal benefits may at any future attained age or prior death be taken in one sum or on an installment plan over a limited number of years or for whole life with 20 years certain.

Present membership, adult and junior, over	100,000
Insurance in force over	$122,000,000.00
Total net admitted assets	12,519,139.59
Total Liabilities	12,519,139.59

G. D. ZIEGLER, President — ALEX O. BENZ, Vice-President — ALBERT VOECKS, Secretary — WM. H. ZUEHLKE, Treasurer

Riverside Paper Corporation

Established 1893



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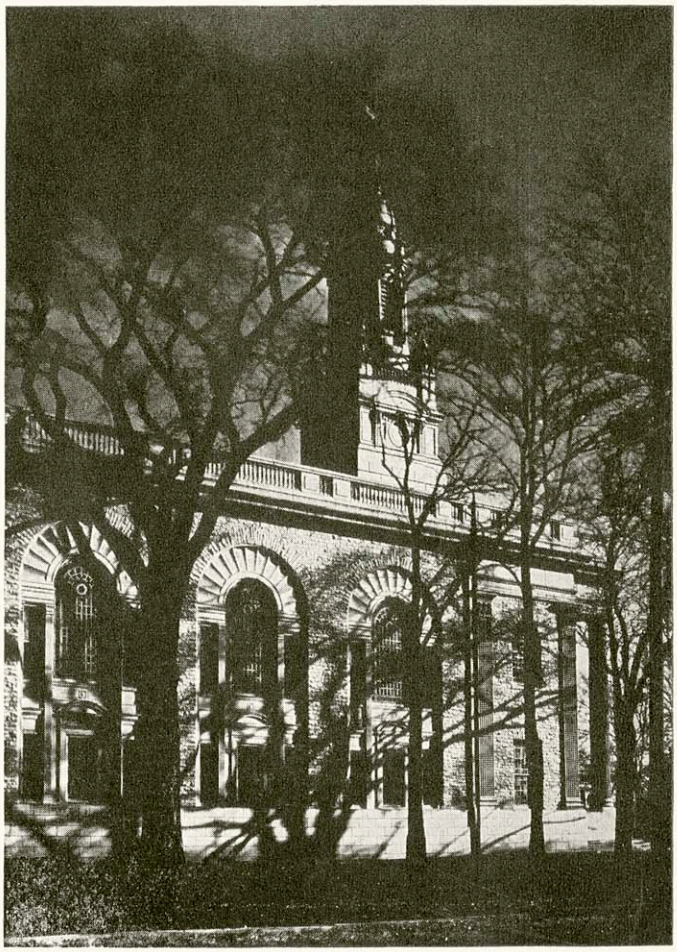

Lawrence Memorial Chapel