Any Group Combine to Make Appleton Happy

Civic Service Organizations Are Recent and Welcome
Addition to City's Life History.

A happy contented citizenry is the first requisite to a really progressive city and community which accomplishes things truly worthwhile. There are some cities in Wisconsin and other states which have no chamber of commerce, no civic council, no organizations such as scout troops or no tightly organized welfare group to take care of unfortunates in times such as the past three years. There may be a few such cities and others with some of these groups poorly or loosely organized, but these are the stagnant communities where nothing beyond what is absolutely necessary is being done for the welfare of the people.

SERVICE is primarily a twentieth century word, but it is a word which has done more to advance the best social interests of Appleton than any other in the dictionary. Let's just go back in history; not seventy-five years to the beginning of Appleton but only a quarter of a century ago. That would be 1917. Most of us were here then or at least a great many were. There was no chamber of commerce, no service clubs, no welfare and relief council, no Y. M. C. A., no Woman's club, boy scouts, girl scouts, civic theater, and in fact any of the organizations which contribute so lavishly to the welfare and happiness of our people, young and old.

In fact, it was not until 1914 that the city got behind a movement to bring to Appleton the first real civic service of any consequence, the first social agency designed and created to enrich the lives of Appleton people, outside of the churches, lodges and their allied relief and benefit societies. It was in this year that Appleton people subscribed in the sum of a little more than $100,000 (a magnificent sum of money in those days) to erect the Y. M. C. A., one of the finest structures of its kind in Wisconsin.

The cornerstone was laid this same year, the building was completed the following year and Appleton's social and civic service program was launched in a big way.

It would be useless to try to enumerate here the many benefits which the "Y" has brought to Appleton as a community. Suffice it to say that here is a splendidly equipped plant for men and boys of the city to better themselves physically, mentally, socially and spiritually. Gymnasium classes, leadership groups, innumerable study classes, Bible groups and other educational organizations are there in abundance and are so varied as to suit the individual tastes and fancies of hundreds of men and boys. Scores of young men in Appleton look back to pleasant boyhood days at the "Y", the place they spent most of their leisure hours in a wholesome, clean character building atmosphere.

Realizing that the civic, business, and industrial interests of Appleton could only be served and advanced efficiently through a well-developed and properly directed organization of all leading business firms, some of the city's leaders got together and organized the Appleton Chamber of Commerce in 1929. Everyone knows that a well-managed chamber of commerce is an invaluable asset to every progressive American city and there are many cases in which this body of business men can extend not only to retailers and industrialists but to the whole community as well. It is the chamber of commerce to which thousands of inquiries about Appleton are made from all parts of the country, to which merchants and others come seeking reliable credit information, to which industries turn for helpful suggestions or solutions of many of their problems and to which Appleton looks for the greatest amount of her state and national advertising. The Appleton chamber has successfully fulfilled its place in the community as a steady consistent Appleton booster—a balance wheel in the business life of our city.

The same year the chamber of commerce made its debut in the life of the city, saw the coming of a great service organization for boys. In 1920 the Valley Council of the Boy Scouts of America was organized. The Valley Council takes in the territory covered by Outagamie county, Neenah and Menasha in Winnebago county, New London and Clintonville in Waupaca county and the northern part of Calumet county. The council now boasts 27 scout troops, ten of which are made up of Appleton boys. In addition there are three Cub packs, organizations of lads ranging from nine to twelve years who are preparing themselves for the great scout organization. One of these Cub packs is in Appleton.

But so far we have talked only about one half of the population and have not said anything about the women and girls of the city. The Appleton Woman's Club was organized in 1921 and serves the same sort of useful function for women and girls as does the Y. M. C. A. for men and boys. Many interesting classes, study groups and clubs are included in the women's club organization. Affiliated with it are girl scout troops which correspond in many of their aims and purposes to the boy scout units of the city.

Dramatics, various types of handcraft, athletics and study groups of many kinds are listed in the activities program of the woman's club and girl scout organization. The club conducts a summer camp at the Chain of Lakes near Waupaca for girls of the city. Activities of the Appleton Woman's club in enlivening the lives of the city's women and girls are so numerous that one cannot go into detail about any of them without writing a whole story in itself. The club has brought several nationally known figures to Appleton in the past few years for lectures and musical programs.

One of our years and reads about luncheon clubs but in recent years one is hearing more and more about service clubs. There be safely said that Appleton has four service clubs (Continued on Page 41)
Names of above persons will be found on opposite page.