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HERBERT SATTERSTROM

E. A. DETTMAN
NOW MORE THAN EVER BEFORE

"The Great American Value"

Satterstrom Chevrolet Co.

213 E. Washington St.

Phone 869

Growing With Appleton Since 1870

APPLETON, on its Seventy-fifth Anniversary, is a city of Progress, Stability and Civic Enterprise. As the community grew and prospered, so has The First National Bank during sixty-two years of financial service to Appleton. It possesses today the same stability and progress it has had all these years.

In 1870 this bank opened its doors to the public with a capital of $75,000. Resources at the close of its first year were $226,541.06. Today its capital is $500,000 and its resources are $8,700,791.19.

We welcome the opportunity to serve you with our complete banking service in every branch.

First National Bank and
First Trust Company

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*Directors also of First Trust Company

More Than a Half Century of Quality Shoe Making

• When river boats piled between Fox River Valley Cities, and sawmills lined the banks of the river here, even then Walk-Over was making quality foot-wear.

• Then, the George E. Keith Co. were small manufacturers. But they made shoes of the highest quality. Today an institution with almost unlimited resources serves men and women of the entire country, besides those of 103 foreign countries, giving them the same high standard of quality which is responsible for Walk-Over growth.

• This same service is yours. Feel free to use it. The Walk-Over door, the door to shoe style, quality and foot comfort, is open to you.

Walk-Over
120 W. College Ave. Tel. 5626
11 Years of High Quality

SHOE REBUILDING

In 1921, Johnson started rebuilding shoes for Appleton people. The steady growth and expansion during the past eleven years of faithful service is evidence enough that the "Johnson Way" has been truly accepted as the best and most economical way of having shoes rebuilt.

Johnson's Shoe Rebuilders
123 E. College Ave. Phone 4310

THE HOTEL NORTHERN established in 1887, rebuilt in 1905, and under Brill management for 45 years is the successor of two Appleton hotels of early days; the Farmers' Home, and the Northwestern House.

The HOTEL NORTHERN of today is modern in every respect with homelike surroundings.

We cater to parties of all kinds, Banquets, Weddings, and Luncheon Clubs.

HOTEL NORTHERN
John A. Brill
124 W. Washington St. Tel. 5180

The FOX Theatre

Congratulations
The City of Appleton upon its 75th Anniversary

"Food You Will Like"

The Varsity Restaurant
S. Hinze E. Hinze
133 E. College Ave. Tel. 987
You will like our Pure Candy Fresh Every Day

OAKS
Candy Shop
"One Store Only"
125 N. Appleton St.
Next to Hotel Appleton

THE CONWAY
Appleton's Leading Hotel

180 Rooms
90 with Bath

5 Beautiful Private Dining Rooms

The Crystal Room for Dancing and Banquets

Coffee Shop in Connection
Open from 6 a.m. to 12 p.m.

Our Five Years

of successful operation have assured us that the women of Appleton and vicinity appreciate our efforts to render a distinctive service in the careful selection of quality merchandise and in the individual attention given the needs of each customer.

We keenly appreciate their contribution to our success in this endeavor.

A.J. Geniesse Co.
Exclusive Apparel

For Over 50 Years LANGENBERG'S

have served Appleton and vicinity with honest footwear for every member of your family and we will continue to do so, under the name of

Langenberg Bootery

118 W. College Ave. Appleton
Church Bells Call 25 Congregations to Worship
(Continued from Page 19)

Of St. Mary's until 1875 and during those years the brick church was constructed. The undertaking was a heavy financial strain on the parishioners and many mortgaged their homes to secure money to finance the institution. The Servites withdrew before the structure was completed and the Rev. Ferdinand Tanguay was placed in charge. He was succeeded at his death in 1887 by the Rev. Walter J. Fitzmaurice who remained at the head of the congregation until 1930. The German group purchased the Third ward school for $150 and moved onto land acquired by the parish. The Capuchin priests took over the work here in 1877.

The first Presbyterian congregation consisted of seven members. Services were held in a law office. The men went five miles into the woods to secure timber for the first church which was erected in 1853 and which required two years to complete.

While the story persistently circulated in the east that only Methodists could prosper in the new country, this tale was exploded by an incident which occurred in the earliest days. Two widows, one a Catholic and the other a Methodist, were in dire need and the community sponsored donation parties and divided the proceeds between the two. A subsequent years churches of other denominations sprung up. Practically all of the denominations have their own structures and within the past ten years several beautiful new buildings have been erected.

The beautiful new church home of the first English Lutheran congregation, located at Drew and North streets, is almost completed and will be dedicated the middle of May. The Rev. F. C. Reuter is pastor of this church.

The Rev. Theodore Marth is pastor of the Zion Lutheran church, located at 902 N. Oneida St.; the Rev. T. J. Sauer and the Rev. F. M. Brandt are pastors of St. Paul Lutheran church, 300 N. Morrison St.; the Rev. R. E. Ziesemer is pastor of Mount Olive Lutheran church, corner Oneida and Franklin Sts.; the Rev. P. H. C. Froehlke is pastor of St. Matthew church, Mason St., and the Rev. D. E. Bosserman is pastor of Trinity English Lutheran church, 219 S. Allen St. Each of these Lutheran parishes has a valuable church edifice located in the finest residence sections of the city.

The Methodist Episcopal church is located at 225 N. Drew St. with Dr. J. A. Holmes serving as pastor. Memorial Presbyterian church, 337 E. College Ave., is in charge of the Rev. R. A. Garrison. The First Reformed congregation recently purchased the church building formerly occupied by the German Methodist congregation, and is served by the Rev. E. F. Franz, Carl E. Trittin is in charge of the Christian Assembly, whose place of worship is at 621 N. Morrison St. The Salvation Army has established headquarters on Morrison St., having taken over the former Moose hall. Captain Henry Servais is in charge. Young

---

You are invited
to make this store your shopping headquarters!

Stevenson's prices are guaranteed to be the lowest in Appleton

STEVenson'S
132 E. College Ave.

54 Years of Progressive Service . . . 1878-1932

Marston Bros. Co., founded in 1878 by Q. D. Marston and C. L. Marston financed by their father, Captain J. H. Marston, has grown from a modest Mason Material and Fuel Company to the present position of stability and leadership which we now enjoy. Six generations of the Marston family have lived or are living in Appleton since 1845. The members of our organization are: C. L. Marston, Guy B. Marston, Roy H. Marston, and Joseph H. Marston. We hope that our Centennial Anniversary will find 'Marstons' carrying on and maintaining our Standards.

Marston Bros. Co.
Established in 1878
540 N. Oneida St. Phone 67 or 68
Men's Christian association, of which George F. Werner is general secretary, is located on Oneida at Lawrence St.

Jewish population of Appleton has two parishes, Zion Temple, 320 N. Durkee St., has no resident rabbi. The Rev. A. Zussman has charge of Moses Montefiore congregation, whose synagogue is on N. Bateman St.

Other churches in the city are the Seven Day Adventists, 877 N. Richmond St.; First Baptist, 233 N. Appleton St., the Rev. Ernst Hasselblad, pastor; First Church of Christ Scientist, 323 N. Durkee St.; First Congregational church, 103 W. Lawrence St., the Rev. H. E. Peabody; Sacred Heart church, 1302 S. Monroe St., the Rev. F. L. Russmann; St. Joseph church, W. Lawrence St., Capuchin order; St. Mary church, S. State St., the Rev. James E. Meagher; and St. Theresa church, E. Wisonian Ave., the Rev. M. A. Hauch; All Saints Episcopal church, E. College Ave., Dr. L. D. Utsi; St. John Evangelical church, W. College Ave., the Rev. W. R. Wetzeler; Emmanuel Evangelical church, N. Durkee St., Rev. G. H. Blum; and the Full Gospel Tabernacle, W. Harris St.

Appleton had the first community school of religious education in Wisconsin. Pupils of the fifth, sixth, and seventh grades of public schools are dismissed from regular class work for one hour each week to attend sessions conducted in their own classroom. This activity is sponsored by the First Methodist, First Congregational, Presbyterian, Reformed, Emanuel Evangelical, Trinity English Lutheran, and All Saints Episcopal churches.

The Catholic churches have the largest congregations. There are four Catholic churches in the city, one Adventist, one Baptist, one Christian Science, one Congregational, one Episcopal, two Evangelical, two Jewish, six Lutheran, one Methodist, one Reformed, two Pentecostal, and the Salvation Army, interdenominational. While definite figures as to the actual number of persons of each of the various denominations is not available, it is claimed that thirty-two per cent of the citizens are of Catholic faith, twenty-one per cent Lutheran, eleven per cent Congregational, nine per cent Methodist, four per cent Evangelical, three and one-half per cent Presbyterian, two per cent Episcopal, one and one-half per cent Baptist, and other denominations, three per cent.

Garnering Millions of Dollars

(Continued from Page 17)

There are a number of stores on College Ave., that have the distinction of being in the class of retail pioneers. The Peck-Bolton Co., Petersen & Rehbein Hardware Co., Galpin Hardware Co., Petersen & Rehbein Meat market, Veeck Bros. meat market, Bond Food market Matt Schmidt & Son, clothing store, Brettschneider Furniture Co., and Wiemann Furniture Co., are among these established day establishments still considered leaders among home institutions.

37 YEARS OF Distinctive Service

SCHOMMER Funeral Service
Appleton, Wis.

A Brief History of Progress...

In 1896, the plant of the Appleton Wire Works occupied only two lots and contained four looms.

Today, this plant with sixty looms for the manufacture of machine wire and wire cloth for paper and pulp mills covers an entire block.

Appleton Wire Works, Inc.
APPLETON'S citizens are its most important asset. From the time a few pioneers banded together three-quarters of a century ago to form a government and protect themselves from the dangers of the wilderness, the people have co-operated to make Appleton an outstanding community. Their success is an open book to every resident and every visitor.

Today the complexities of a city of more than 26,000 inhabitants require organized co-operation. That is accomplished through Appleton Chamber of Commerce, whose membership is made up of business and professional men and women who are willing to give of their time and means to community advancement because they believe wholeheartedly in this splendid city of ours.

Our congratulations are extended to the public officials and public-spirited citizens whose work has made us rejoice that Appleton finds itself such a remarkable city on its seventy-fifth birthday anniversary.

APPLETON CHAMBER OF COMMERCE

OFFICERS
GEORGE R. WETTENEL, President
J. R. WHITMAN, First Vice-President
DR. J. B. MACLAREN, Second Vice-President
DAVID SMITH, Treasurer
KENNETH H. CORBETT, Secretary

DIRECTORS
GEORGE R. WETTENEL
J. R. WHITMAN
DR. J. B. MACLAREN
DAVID SMITH
C. K. BOYER
CARLETON SAECKER
C. O. GOCHNAUER
E. C. HILFERT
WM. J. ROEMER
GEO. E. JOHNSON
FRED C. HEINRITZ
JOS. J. PLANK
GEO. A. SCHMIDT
HERBERT SATTERSTROM
E. A. DETTMAN
Our Seventh Anniversary

Electric Welding of all kinds. General Boiler Repairs,
Smoke Stacks, Structural Steel for Buildings,
Steel Tanks, Sheet Iron Work

FOX RIVER BOILER WORKS
E. J. FEMAL, President
JOHN HECKEL, V.-President
701 S. Bounds St.  Tel. 4216
A. W. VAN RYZIN, Treasurer
GILES COURTNEY, Secretary

In One Year's Time
From 1 Station to 61

The above picture of the Buth Oil Company's
Super-Service Station at Oneida and Franklin
Sts. shows our beginning about a year ago with
one truck. On our first anniversary our capacity
is 61 retail stations and five trucks operating
throughout the Fox River Valley.

WHY?

Buth Oil Company is 100 per cent locally
owned and operated. All products are bought on
rigid specifications from Barnsdall, the World's
First Refiner. They are the heart of the best
known crude oils.

Why not fall in line today? Make it a habit
to buy your motor needs from a reputable Barns-
dall dealer?

BUTH OIL CO.
Phone 846
1207 W. Washington St.
Appleton, Wis.

15 Years
of Square Dealing
Retail Dealers in
COAL, COKE, AND
WOOD, BUILDING
MATERIAL

Henry Schabo & Son
912 W. College Ave.
Tel. 729

SEAVERNS & CO.
BROKERS

STOCKS — BONDS
GRAIN

MEMBERS
New York Stock Exchange
New York Curb (Assoc.)
Chicago Stock Exchange
Chicago Curb Exchange
Chicago Board of Trade

Room 406  Irving Zuelke Bldg.
Tel. 5160

MAIN OFFICE
208 S. LaSalle St., Chicago, Ill.
Growing

with and for

Appleton

In twenty-one years of service as one of the city's leading financial institutions, Appleton State Bank has made rapid but sound growth because:

- It is a friendly bank whose officers and staff take a personal interest in their customers and their needs.
- It has within the last year doubled its facilities, now having one of the most modern vaults in the state, so as to serve customers more safely, quickly and conveniently.
- Because of its policy of consistent safety, it has the confidence of the community. Its resources today are $2,292,612.97.
- It renders a complete banking service in all its branches.
- It is intimately interested in the welfare and progress of Appleton.

Our public meeting room is always at the service of the community

APPLETON STATE BANK

OFFICERS

B. J. ZUEHLKE, President
ELMER SEMROW, Assistant Cashier

M. A. SCHUL, Cashier
L. F. SCHREITER, Assistant Cashier and Trust Officer

TIM SAUER, Assistant Cashier
ROBERT ZSCHAECHEMER, Teller
City is a Leader in Advancement of Education

(Continued from Page 15)

student is exposed to many different choices in the curriculum, some of the subjects being of a semi-practical nature, he may find some activity which particularly attracts him—a sort of work which he will wish to delve further into in senior high school and college. This early vocational guidance training does not necessarily determine for a child the choice of a life work but it does give him a good insight into many different fields of activity and shows him a cross section of each so it will be easier for him to make a choice later on.

Despite high standards of scholastic attainment, Appleton young people are somewhat hindered in getting the best there is in education because of the overcrowded, congested situation of the senior high school. Erected in 1904 to house a peak load of 450 students, the high school building now must take care of a total enrollment of more than 1,000. Building the three junior high schools relieved the situation temporarily; it is true, but now the board of education is faced with the same problem which puzzled the board of ten or twelve years ago—"Where can we put the constantly increasing numbers attending senior high school?"

Looking at it from one angle this increased attendance year after year is a good sign—a very good omen for our city and a compliment to the educators of today. This larger enrollment each year is not due solely to an increasing population, but also, and what is even more important, to a de

Loans
Up to $300 « « «
Made on Furniture or Co-Maker Loans
   • • •
Easy Repayment up to 20 months

The Franklin Plan Offers
Protected Loans $300 or Less

Eligible borrowers receive at no additional cost
CERTIFICATE OF CANCELLATION which guarantees full cancellation of the loan in the event of death or certain injury of the wage earner. Only husband and wife need sign. Easy monthly payments.

Call, Phone or Write
FRANKLIN
Plan of Wisconsin, Inc.
B. C. TEAL, Mgr.
304 W. College Ave.
Telephone 490

Penney's Extra Quality Adds Nothing to the Price!

Something to Gossip About!

J. C. PENNEY & CO., Inc.
208-210 W. College Ave.
Appleton, Wis.

Westinghouse Refrigerators Home Appliances
Maytag Washers Sales and Service

Langstadt Electric Co.
233 E. College Ave.
Phone 206

Electrical Contracting
Edison Mazda Lamps
In the 1860's an institution devoted to fine jewelry was founded in the City of Appleton. This firm was known as Mayer & Kamps, and it represented a pioneer movement in the high quality retail jewelry field. The first store was located in the 100 block West College Ave. It soon occupied a prominent position in Appleton life in the late 1860's.

Passing years have only served to bring greater significance to the Kamps institution. A few years after the founding of the firm, the entire store came directly under the control of Herman A. Kamps, and the name was changed to Kamps Jewelry Store. Later the location was moved to 115 E. College Ave., its present location.

Superlative service, plus the finest quality in Diamonds, Watch-es, Clocks, Silverware, and Jewelry has always characterized the Kamps Store since its origin.

Spurred by memories of more than forty years, the store under its present leader, Harold H. Kamps, steadily carries on with these ideals of such service and the confidence of the community.

Quinn Bros., Inc.
Frigidaire Representatives

Stores at Appleton and Neenah
Established 1920
Pioneers
In the Radio Industry and Refrigeration
in the
Fox River Valley
institution with its own faculty and administrative organization.

This graduate school provides a splendid field for research in the paper industry and probably will in time become a mecca for leading scientists from all over the country. What the United States Forest Products Laboratory has meant to the city of Madison the Institute will mean to Appleton so far as national publicity for the community is concerned. It is, of course, a graduate school for young men entering into the highly technical chemical phases of the paper and pulp industry. But it is even more than that. It is and will increasingly become the principal research center for the entire industry.

With the completion of the first unit of the Institute last summer, plans were at last almost immediately set in motion for the construction of another even larger building to be known as the Kimberly Memorial building. Work on this beautiful structure, the gift of J. C. Kimberly in memory of his father, J. A. Kimberly, will be started very soon. The Institute has numerous research and testing laboratories, class rooms, administrative offices and a library of some 5,000 volumes on paper and pulp manufacturing containing the largest collection of books on this sub-

19 Progressive Years In the Retail Shoe Business

In 1913 the firm of Bohl and Maeser was organized. Mr. Bohl in 1917 purchased the interests of his partner Mr. Maeser.

This firm has grown by selling dependable merchandise of quality at moderate prices and by standing back of everything sold.

Bohl & Maeser
213 N. Appleton St. Tel. 764

We have been
Cleaners and Dyers
Since 1908

The Richmond Co.
CLEANERS DYERS

NEW LOCATION
108 S. Oneida St.
Phone 259

MARSHALL PAPER CO.
Established 1893
APPLETON - WISCONSIN

FINE and WRAPPING PAPERS BAGS
CORDAGE and TWINE
PAPER SPECIALTIES

Chrysler and Plymouth
Greatest Year with Floating Power

The greatest engineering development of modern times—PLUS—automatic clutch, separate free wheeling, easy shift transmission, double drop girder truss frame, hydraulic brakes with centrifugal brake drums and safety all steel body fully insulated. These new Chryslers and Plymouths must be seen and driven to be appreciated. A complete stock of parts for any year or make Chrysler or Plymouth, also a complete service station with factory trained mechanics who can take care of any servicing, greasing, oiling or anything to make your present car perform better with less expense. Why not let experienced men take care of your Chrysler or Plymouth?

Kobussen Auto Company
511 W. College Ave.
Phone 5330

Friday, April 29, 1938
Our Customers
Come back to us year after year.
A pretty sure sign of satisfaction.
That's why our business has grown with this community.

Everything from

Ferron's
Where Quality Meets More Price
CLOTHING — FURNISHINGS
READY-TO-WEAR
MADE-TO-YOUR-MEASURE

Money To Loan
Upon Farm and City Property

Real Estate
Bought, Sold, and Exchanged

P. A. KORNELEY
Successor to Outagamie County Abstract Co.
Established in 1854
Loans Real Estate Insurance

Woelz Bros., Inc.

WHOLESALE
PAPER MERCHANTS

Appleton, Wis.
pleton we know today. The presence and growth of Lawrence along with the development of Appleton has made of the city a place known far and wide for its achievements in the field of learning, a community imbued with a more cultural and dignified atmosphere than the average place of its size.

Rising like old stone castles atop the steep bank of the Fox river the college buildings are symbolic of the educational spirit, the desire for progress in learning which has always been present in this city. With its combined enrollment of the liberal arts college and the conservatory of music at nearly 1,000 young men and women, Lawrence college is an invaluable asset in the higher education of Wisconsin’s young people. A splendid faculty of some sixty professors and instructors includes several members whose names and achievements are listed in “Who’s Who in America.” These people, proud to call Appleton their home, are a distinctive influence in the social and intellectual life of the community.

The hundreds and thousands of young men and women who come to Lawrence year after year from all over Wisconsin and other states as well, add much to the social and intellectual atmosphere of Appleton, and return to their home towns to advertise our city in a favorable light in places near and far. Most of these Lawrence students develop a great fondness for Appleton during their four year stay and a great many find their life work here so they can call Appleton their permanent home. Appleton owes much to Lawrence college for the rich heritage of educational and cultural standards which have been the city’s from the time of the first settlement in the wilderness at the Grand Chute rapids.

Organized in 1897
Pioneers
In Pasteurization of Milk and Cream
Potts, Wood & Co.
125 E. Pacific St. Tel. 91

Children Teach Themselves with Happy Builders

Just give them a set of Happy Builders and your problems are solved. With but a little guidance they will be building all sorts of projects and each child vividly interested and doing things that have a sound educational value.

Happy Builders bring out and develop leadership, imagination, observation, originality, and initiative. They stimulate mechanical aptitude, the spirit of cooperation and foster healthful exercise.

Why not send for Project Book C and learn more about them?

Appleton Wood Products Co.
APPLETON, WIS.

Happy Builders Project Blocks

GIFTS for every occasion

Ideal Photo & Gift Shop
Thirteen Years in Present Location
208 E. College Ave.
Tel. 277
Many Groups Combine To Make Appleton Happy

(Continued from Page 13)

clubs—not four luncheon clubs or "knife and fork" clubs as they have sometimes been dubbed by writers who do not fully understand or refuse to recognize the true purposes of such organizations.

The Rotary, Lions, Kiwanis and Optimist club of Appleton are service clubs in every sense of the word. Their accomplishments in community service are not shunted from the housetops and given great publicity. Business and professional men who are members of these groups prefer to work along quietly and not give a great deal of publicity to the good things which their organizations are doing week after week.

The Rotarians for years have helped finance the college education of many deserving and needy students who come to Lawrence. The Lions are constantly giving aid and education to the blind of the state. They also bought the instruments to start out the Appleton high school band, one of the finest groups of school musicians in the United States. Kiwanians started a free dental clinic operated in connection with the public schools for needy children whose parents could not afford to give them proper dental attention. This club also is constantly at work on projects to benefit the underprivileged children of our city. The Optimist club, which was started here last year, is active in boys work projects of various kinds. In December 1931 this group erected the first community Christmas tree the city has had in many years and arranged attractive programs centering about this tree for several evenings during Christmas week. Appleton is indeed fortunate in having four service clubs and is well served by them.

Patriotic organizations such as the American Legion, Spanish War Veterans, Daughters of the American Revolution, J. T. Reeve circle, Women's Relief Corps and Auxiliary organizations to the Legion and Spanish war veterans play a very prominent part in community service activities. The Legion last fall put on the famous "man a block" campaign which gave approximately 300 jobless people at least part time employment. Legionnaires also have been active in assisting the city in every way possible in the staging of patriotic and municipal celebrations.

What a contrast between the Appleton of today and the same city only twenty or twenty-five years ago! Scarcely any of these splendid community service organizations were in existence then and except for the church societies and fraternal orders there were no others which fulfilled the same function—that of making Appleton a clean, decent and happy city.

Since 1866
we have served the people of this vicinity with the best of meats, sausages, and fish.

Friendships formed and kept during this long period have been gratifying to us, and we are quite happy to have kept pace with the growth of Appleton.

PETERSEN & REHBEIN
Meats — Sausages — Fish
106 W. College Ave. Tel. 1180

We are specializing in every line of Beauty Work
Visit our new location on the third floor of the Irving Zuelke Bldg.

BUETOW’S Beauty Shop
PERMANENT WAVING
Phone 902

THE BONINI Food Market
50 Years
the Best in Meats and Groceries
304-306 E. College Ave.
Telephones 296 — 297
APPLETON, WIS.

Everything
Complete in Layettes for Babies.
Girls can be outfitted up to 14 years of age. Boys up to 6

The Infants’ and Children’s Shop
Loretta Paquette
3rd floor, Irving Zuelke Bldg.
Phone 1496

HOH Furniture Co.
Appleton’s Newest Furniture Store.
Opposite New Post Office
Among the most recent industrial concerns opened here are the Fahrenhann Canning Co., which provides a new market for peas, beans and other cash crops of farmers, Lutz Ice Co., makers of artificial ice, Badger Wood Plug Co., and Peerless Paint Co. This city also is a market for a large amount of dairy products through its creameries, milk wholesalers, cheese warehouses, and the ice cream plants of Appleton Pure Milk Co. and Fairmont Creamery Co.

**Started Electric Industry**

There is more history connected with the Wisconsin-Michigan Power Co. than perhaps any other industry here. In 1882 the first commercial central station in the United States for the generation of electric current was established here. The company was known as the Appleton Edison Light Co. and the generator was in the beater room of the old Appleton Pulp and Paper Co., located where the Atlas mill now stands. In 1885 a second plant was established by W. D. Kurz in a small frame building across from the location of the present Patten Paper Co. About a year later the two plants were combined in a building on S. Oneida St. where the present motorbus garage stands. Mr. Kurz was the first manager and is still living here. Another man who had a part in these developments was A. G. Langstadt, now president of the Langstadt Electric Co. who had charge of the meter system, which in those days was a laborious set of contrivances on which to base the use of current.

In 1897 a fire destroyed the electric plant, and the Wisconsin Traction, Light, Heat and Power Co., now known as the Wisconsin-Michigan Power Co. came into being. Appleton’s first electric street car was run on College Ave. Aug. 16, 1886 and was reputed to be the first in the United States. The electric light and street railway interests were merged into one company. The public utility grew steadily and eventually included Neenah and Menasha. Today the power company serves a large area in northeastern Wisconsin and upper Michigan. The interurban lines and local street cars were abandoned several years ago when motorbus travel became more popular with the public. The utility operates a large system of buses today. When commercial gas was made possible, the power company went into this field also and is serving Appleton, Neenah and Menasha. It is now a mammoth company with plants as up-to-date as they can be.
The water in the Fox river is well adapted in chemical content for the manufacture of paper. Vast quantities of water are necessary and it must be free from minerals, color or impurities that would affect the quality of paper. Transportation facilities are the best, with three railways located here that operate from Chicago to the west coast. Nearly a million tons of freight pass through the depots here in a normal business year. The paved highways reaching Milwaukee, Chicago, Minneapolis and St. Paul and other centers have brought the development of motor truck lines that carry large quantities of package freight to and from the principal marketing centers. Appleton also is served with air mail daily and by the Railway Express company. The city is one that attracts the best type of labor because of the excellent living conditions here.

It is the ambition of the citizens to obtain additional industries so as to keep up the steady growth of the city. Paper converting plants, or those producing paper specialties are especially desired because of the supply of raw materials. The forests in northern Wisconsin have been cut away so pulp wood must be shipped from longer distances, giving a disadvantage as compared to mills nearer to the wood supply. Coal is conveniently obtainable, however, because of the Fox river. It is estimated that more than 175,000 tons of shipping is handled by barge between Appleton and Green Bay annually.

Friends
for 35 years

Since 1897 we've been friends—the people of Appleton and the Elm Tree Bakery.

We believe our goods are as fine as it is possible to bake.

We say this as one old Friend to Another.

Elm Tree Bakery

The . . .

Vogue
• Hat
• Shop

323 W. College Ave.
A Voluminous Task--
This Governing
of a City
(Continued from Page 9)
concerts, school bands, stock fair grounds
maintenance and support of celebrations and
maintenance of landing facilities for air
mail.
Advent of the automobile has increased
voluminously the problems with which the
city must deal. The police department was
enlarged to handle supervision, arterial and
intersection light systems have been installed,
parking facilities and regulations have
been devised, streets have been widened and
added, bridges have been built, much paving
has been done for the convenience of
motorists and other functions have become a
part of administration. Motorizing of the
fire department is another accomplishment
of recent years, resulting in a minimum of
fire losses. The school system has been en-
larged considerably, with the two new junior
high schools erected in recent years.

New Problems Ahead
Problems of magnitude confront the city
officials today. Since the advent of sanit-
ation, the pollution of the Fox river has pre-
vented a difficulty that must be solved by a
disposal system. Appleton has joined with
other cities of the lower Fox river valley
in consideration of a metropolitan sewage
district and a disposal plant which will elim-
inate dumping into the river entirely. The
senior high school has far outgrown its fa-
cilities and study is being given to its en-
largement or the erection of a new building.
Some of the grade school buildings also are
obsolete and consideration must be given to
their replacement. There is also constant
agitation for a municipal garbage incineration
plant and city-wide collection system.
Agitation also is prevalent for a municipal
bathing beach either artificially created in
the city, or on Lake Winnebago.
Although the idlermanic system of gov-
ernment is slow moving on matters of city
improvement and the people, in this fast
moving age, desire that decisions be made
quickly and action started instantaneously,
the more mature deliberation because of the
time ensuing has been a boon to the public
many times. Appleton, under whatever
system it has operated, has been a well
governed city. It has been kept clean and
attractive, and its streets are in such shape
they are convenient for traffic every day
in the year. The pavements are flushed in
summer, and a snow removal system is in
use in winter that opens all streets to traffic
in a few hours' time and dispenses of the ac-
cumulated snow downtown in record time.
A system of parks has been created serving
all parts of the city, and they are being im-
proved one by one so they will be added
beauty and recreation spots. A municip-
golf course also has been provided the public.
There have never been any public scandals
in city government such as corruption are
officials. The governing bodies and board
have been earnest in their service, and it is
due to them as much as the business insti-
tutions and public-spirited citizens that Ap-
pleton is today outstanding as a city in
which to ‘‘Live, Work and Play’’ and
considered a national model.

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FISCHER'S
Jewelry Store
Phone 509
Looking Backward Three Quarters of a Century
(Continued from Page 7)

In 1800 there were fifty persons on Green Bay.
Wisconsin became a territory in 1836 after having subsequently been a part of Virginia, Indiana, Michigan, and Illinois territories.

As the fur business gave way to agriculture, it became necessary for the inhabitants of the region to spread out. While thousands of acres of land were available, there was little preference as far as marketing facilities were concerned, for there were none. The Fox river, however, served as a lure because it offered a mode of travel by canoe. The rapids had not been harnessed and the water power was not appreciated.

Wisconsin was admitted to statehood in 1848. Land at that time was selling for $1.25 per acre all rich in timber. In 1851 Outagamie county was set off from Brown county and Appleton was made the county seat.

For many years Kaukauna was the site of the only white man's house between Green Bay and Milwaukee. A mission was established at Little Chute in 1832 and Menominee Indians assisted in clearing the land and establishing farms.

Shifting of Indian tribes and missionary work of Eleazar Williams, who later claimed to be the lost dauphin of France, played a prominent part in the establishment of Appleton. Williams had five thousand acres of land near De Pere and being hard pressed for funds, went to Boston to borrow money from a wealthy easterner, Amos Lawrence, expecting to give his land issued to him on a patent in 1840 as security. Lawrence purchased the land, later deeding it to his son, Amos A. Lawrence. He planned to people this plot with persons of good character, and provide a school for them. The tract became known as the town of Lawrence.

In 1846 the Rev. William Sampson, who had been appointed presiding elder of the Green Bay mission district two years previous, received a communication stating that if there was a certainty of cooperation an easterner would be willing to place a sum of money in the hands of trustees, which, if put out on interest, in ten years would amount to $10,000, and to give in addition, providing that death would not make it impossible, the sum of $1,000 yearly for a period of ten years toward instructors' salaries. If necessary to secure the project, the sum of $10,000 would be paid immediately. These offers were made on the anticipation of similar offers from other sources. The donor wished his identity kept secret. H. Eugene Eastman, who had been employed as Lawrence's attorney, was sworn to secrecy, and the matter was dropped because of lack of confidence. A few months later the offer was made again, this time from another source.

Reeder Smith, a Methodist minister, sol-

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APPLETON, WIS.
to make arrangements for clearing the land for the college. The first act in the actual construction of the college was achieved by the Rev. Sampson, who with his brush axe cut the thick underbrush so that those who were to take part in the ceremony of turning over the first spade would be able to reach the spot.

Reader Smith's family arrived in Appleton in January, 1849. Mr. Smith engaged in real estate business in addition to participating in college affairs. He purchased 166,000 feet of lumber in the northern part of the county which was sawed into boards at the Duck Creek mill. H. L. Blood shouldered the task of making a roadway to Duck Creek over which the lumber could be hauled. Smith advised the erection of a shelter, and John F. Johnston, consequently erected what was the first tavern in the city. He came here from Necah in August, 1848, and commenced work immediately on his hotel, but it was some time later before it was ready to receive guests.

Reports of the progress in Grand Chute spread to the region to the eastward and long before green grass had ceased to grow under the rude shanties, the region was hailed as a metropolis. Framework for the institute was raised July 3, 1849, and on the Fourth John S. Stephens read the declaration of independence in the hall. The settlers held a picnic in honor of the event. The first building was located on the block bounded by College Ave., Lawrence, Morrison, and Durkee streets. It was four stories high and cost $7,000. Thirty-five pupils were enrolled on the opening day.

Early citizens who contributed to the development of the city were Anson Ballard, Daniel Briggs, Theodore Conkey, W. S. Warner, James Phinney, Erasmus Beach, and Samuel Beach.

The industrial development of the city started with the erection of a sawmill by Tracy Bingham in 1849. That year also Col. Blood opened a store. A commission granted to Burr Craft as postmaster at Tayco's Point was recalled and a postoffice was established at Appleton with John F. Johnston the first postmaster. The first consignment of mail was brought to Appleton from Green Bay by William Richards in March, 1849, and consisted of four newspapers and one letter.

Story and Talmadge, contractors, started work of building a crib for the improvement of the river in 1850 and that year H. L. Blood, Judge Meyers, and William Johnston built the first bridge, a foot bridge, across the river. It cost $200 and was for two years the only means of crossing except by boat.

Navigation was not possible all the way from Green Bay to Appleton when the city was established. In 1849 Captain Hanson brought the "Snowbird" up the Fox river as far as Kaukauna where it was hauled out of the water, placed on skids and transferred to Appleton where it was relaunched and sailed to Oshkosh. Work of improving the river was in progress in 1853 and three years later the Ajax worked its way from Green Bay to Appleton where it was...
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