1882

Appleton started operation of the first electric generating plant in the western half of our country, and incidentally the world’s first hydro-electric central station.

Appleton’s public utility pioneered with her sturdy citizens. Both gave of their best to make this an outstanding, progressive community. Today Appleton ranks with cities of its size, high in having one of the finest electric utility systems. To keep its facilities ahead of the community which it was assisting to develop, the profit of its utility, along with new capital, were used to expand so that demands at all times might be met. Our (Wisconsin Michigan Power Company’s) appreciation of the public’s patronage is expressed in continuous expansion and improvements to keep pace with growth and modernization.

Appleton, fifty years ago, was a city of muddy streets and kerosene lamps and candles. Today, on its seventy-fifth birthday, it is a city of pavements, beauty and brilliant electric lights. More progress can be traced to power than to any other factor. More conveniences exist for the ease and comfort of the people than ever before . . . all because your public utility was loyal to the growth of Appleton, and vitally interested in its achievements.

We rejoice in this occasion and the part power has played in bringing it to pass.

TODAY

Wisconsin-Michigan Power Co.
Then and Now

THERE'S romance round these parts—when you come shopping at Pettibone's you're voyaging in romance of the first water. In the early days of our history it was no uncommon thing for Indians, forty or fifty canoes of them, to appear on the river and presently on the one business street of the little village that was Appleton. Freight and passenger boats plied up and down the river and stage coaches with four and six horses made their regular trips to Kaukauna, Green Bay, and Fond du Lac.

That was the setting in which Pettibone's began its long career of merchandising in Appleton. For seventy years it has been doing business on the very spot where the Store now stands, a site so happily chosen that it is still at the very heart of the business district. The guiding spirit of this Store was George F. Peabody. He was said to be a "born merchant," finding in the development of this Store a setting for his aspirations and achievements. His memory is a part of the rich heritage of Pettibone's. Many other distinguished men, whose careers made the history of Appleton, enjoyed the friendly services of this fine old store.

From those days to the present time millions of dollars worth of merchandise has passed through Pettibone's from producer to consumer. The gathering together and the distribution of this great volume of things needed for the home, for the family, for the community, has been the happy task of Pettibone's—a task which through all these years to this day, to this hour, has been dependably and honorably fulfilled. Thus have the confidence and good will of a great circle of patrons of this Store been won.

Our purpose and our sincere desire is that for many years to come Pettibone's may continue to win and hold its place in the hearts and confidence of all whom it may serve.

The Pettibone-Peabody Company