

TRIBUTE TO BUSINESS

We pay grateful tribute to the manufacturers, business firms and organizations whose stories are told in the following pages. In keeping with the theme of the book, these stories are historical and have an important place in the development of Outagamie County.

We give recognition, also, to the sponsors listed in this section, representing townships, villages, cities, professional men, business firms and men of business in the county.

Without the public-spirited financial aid from all these sources this book would not have been possible.

AID ASSOCIATION FOR LUTHERANS

LEGAL RESERVE LIFE INSURANCE

FOUNDED 1902

THE AID ASSOCIATION FOR LUTHERANS is a legal reserve fraternal insurance society that transacts business throughout the United States and Canada. It has always had its home office in Appleton, Wisconsin. With assets of more than \$100,000,000 and about 350,000 certificateholders, it now ranks fourth in resources among American fraternal societies.

When the Aid Association was organized, the lowest cost life insurance available was to be had by joining a fraternal organization or lodge. Many Lutherans felt, however, that membership in a lodge was incompatible with loyalty to their church. About 1900, it occurred to Albert Voecks of Appleton that a society might be formed *within* the Lutheran church which would afford protection while avoiding the objectionable features of the lodges. Mr. Voecks took his idea to G. D. Ziegler and William H. Zuehlke, fellow members of St. Paul's Lutheran Church of Appleton. They, and soon others, began to solicit members for the proposed society. Five hundred applications were required by law before a charter could be obtained. This number was reached in October, 1902, and the charter bears the date of November 24 of that year. The first officers were: G. D. Ziegler, president, Henry Hegner, vice-president, Albert Voecks, secretary, William H. Zuehlke, treasurer, and Dr. Gustav C. Hoyer of Milwaukee, medical director. Besides these five, the original incorporators were Albert Dahms, John W. Grupe, William Rohloff, and John F. Schoettler.

The Aid Association insures only Lutherans of churches within the Synodical Conference of North America; it thus confines itself to some thirty-five percent of the Lutherans in the United States. The largest groups in this conference are the Wisconsin and the Missouri Synods, which have churches in every state in the Union, though rather few in New England. They, and the Aid Association with them, are also active in all the provinces of Canada from Quebec westward.

In the beginning the members of the society were chiefly of German extraction, and the German language was for some years employed in the advertising literature and in the Association's quarterly periodical. The first 600 members, those secured in 1902, lived, with few exceptions, in

eastern Wisconsin. Ten years later, when the number had passed 6,000, more than seventy percent were still Wisconsin residents. The Association's greatest strength is still in the Middle West and in California.

Time has brought both growth and change. The inadequate rates of the early years were abandoned in 1911 and 1912. There was but one form of policy at first; this was replaced by a great variety of insurance offerings. In 1923

the society moved into its present beautiful building. Then it needed only a part of the top floor; now its offices fill almost four floors.

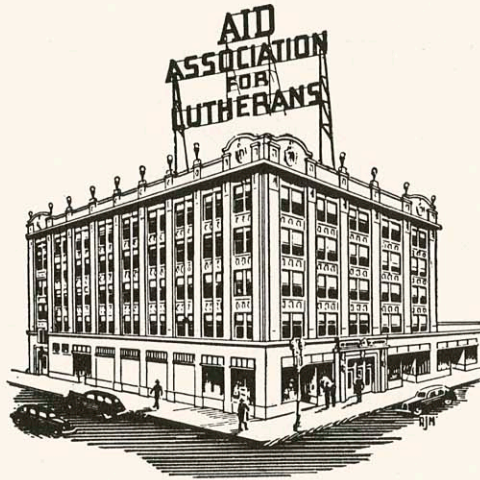
The Association has made unusual persistent progress since its charter was obtained. There has not been a year that the growth in assets and insurance in force has not exceeded that of the previous year. Benefits in excess of \$50,000,000 have been paid by the Association to members and beneficiaries of deceased members.

The Association now has well over 3000 local branches and approximately 200 full-time representatives and about an

equal number of part-time representatives.

Over the course of years, the Board of Directors has been increased to the point where four directors are elected each year for terms of office of four years. In addition to the elective members, two of the original incorporators still remain, Mr. G. D. Ziegler, who is now Chairman of the Board of Directors, and Mr. William H. Zuehlke, who is still active as Treasurer of the Association.

The officers and directors of the Association are as follows: Alex. O. Benz, Appleton, President; Otto C. Rentner, Appleton, Vice-President and General Counsel; LeRoy G. Stohlman, Appleton, Secretary; William H. Zuehlke, Appleton, Treasurer; Walter L. Rugland, Appleton, Actuary; G. D. Ziegler, Appleton, Chairman of the Board of Directors; Henry Kahnert, St. Paul, Minn., Trustee; Clarence G. Steinwedel, Seymour, Ind., Trustee; Herbert Voecks, Appleton, Trustee; Rev. E. F. Engelbert, Baltimore, Md.; Alvin E. Grimm, Los Angeles, Calif.; Arthur Kruse, Cleveland, Ohio; Robert A. Plogt, Milwaukee, Wis.; A. H. Scheumann, Fort Wayne, Ind.; E. R. Schneider, Appleton; William F. Schultz, Chicago, Ill.; Bertram C. Schulz, Saginaw, Mich.; and Alfred T. Leimbach, St. Louis, Mo.



Appleton's First Chamber of Commerce 1874 Present Organization Started in 1920

Although the Appleton Chamber of Commerce of today and the one of yesterday are two separate organizations they represent the only associations in name and of any duration in Appleton. The membership in both represent also the leadership in the community, one of a by-gone day when industry was as young as the city itself and the other of the present Appleton in its growth since the first World War.

Business men's clubs, advancement groups organized sporadically throughout the history of the city but they were short-lived until a group of business men organized on Aug. 26, 1874, the first Chamber of Commerce. These men met at the old Waverly House, which stood on the present site of the Elks Club. In September, 20 business men adopted the charter, signed the constitution and laid plans for a membership campaign.

A. L. Smith was the first president; David Smith and George Kreiss, vice presidents; A. J. Reid, the secretary; J. E. Harriman, the treasurer. Directors to the board included Theodore Conkey, E. C. Goff, J. H. Whorton, G. N. Richmond, Sam Ryan, Jr., H. J. Rogers and G. I. Brewster. Newly found records, now owned by the present Chamber, show that this group of men worked diligently to bring new industry to the growing city, to further water power on the river and improve shipping facilities in those days of brisk steamship commerce and early railroad freighting. They fought consistently for legislation, advocated the municipal water works project and took active interest in city development.

The present Chamber of Commerce dates back to March 11, 1920 when 16 business leaders in Appleton met at the Sherman House. These 16 organizers were R. S. Powell, H. L. Davis, J. K. Klein, J. D. Steele, A. K. Ellis, J. P. Frank, H. H. Benton, Daniel P. Steinberg, Lothar G. Graef, M. J. McDonald,

P. H. Ryan, Stephen D. Balliet, A. H. Krugmeier, T. A. Gallagher, J. A. Hawes and John Conway.

Interest in the new organization ran so high in the city following the campaign dinner in March that 612 businessmen became members in the first days of the campaign.

W. C. Wing became the first president at the election meeting held April 12 at the courthouse. J. D. Steele was chosen first vice president; Lothar Graef, second vice president; R. S. Powell, treasurer. Gallagher served as the temporary secretary. Hugh G. Corbett became the first paid secretary of the group, coming from a similar position in Champaign, Ill.

The first active committees were organized in June, 1920, with A. K. Ellis heading the industrial group; John Diederich, retail trades; Daniel P. Steinberg, publicity and conventions; John Hettinger, community welfare; William Fountain, rural affairs; G. E. Buchanan, finance; T. A. Gallagher, the committee to pass on advertising schemes.

The Appleton Chamber of Commerce has grown up in its 28 years of existence. Today its organization is complex with a large and active Retail Division, Industrial Division and committees that function on membership, legislation, conventions, streets and highways, Forum work and any other specific projects that advance the welfare of the community area. It is a member of the Wisconsin State Chamber of Commerce and the United States Chamber of Commerce.

Essentially the Chamber of Commerce is a community service organization with objectives as broad as the civic needs of the community. It works every day, year in and out through its voluntary membership to make come true the slogan, "You'll like Appleton—for business and for pleasure."

APPLETON STATE BANK

INCORPORATED IN 1911

The Appleton State Bank was incorporated as a Wisconsin State Bank on the 27th day of May, 1911, and opened its doors for business on December 16, 1911. On June 21, 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; Asst. Cashier, M. A. Schuh; Directors, Albert H. Krugmeier and Gustave Keller. Its earliest personnel included Tim Sauer, Jr., 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 and Fred V. Heinemann, prominent and successful attorneys 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 approximately 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 remodelled with the most modern vault and equipment obtainable.

The Bank had an original capitalization of \$50,000.00. In 1919 the Capital was increased from \$50,000.00 to \$100,000.00. In 1938 the capitalization was again increased from \$100,000.00 to \$200,000.00 at which time the Appleton State Bank took in the Hortonville, Dale, Fremont and Shiocton stations. In 1948 the Bank again increased its capitalization from \$200,000.00 to \$300,000.00. From its modest beginning, the Appleton State Bank today has a capitalization of \$300,000.00, surplus and

undivided profits well in excess of \$500,000.00, resources in excess of \$17,000,000.00 and deposits in excess of \$16,000,000.00. Its present officers are: President, M. A. Schuh; Vice-President, A. F. Zuehlke; Executive-Vice-President, H. R. Taggart; Cashier, Tim Sauer, Jr.; Asst. Cashier, Trust Officer, L. F. Schreiter; Asst. Cashiers, R. H. Zschaechner, G. J. Relien, G. L. Kaufman, E. P. Sherburne and E. W. Kuether. The present Directors are: Thomas Flanagan, A. F. Zuehlke, M. A. Schuh, Seymour Gmeiner, Walter K. Miller, Walter W. Wieckert and C. A. Hopfensperger. The Bank also operates a Trust Department with all modern facilities.

In keeping with its progressive spirit and for the convenience of its clientele, the Bank installed a "Drive-in" service. A "Tellers" wicket facing the alley in the rear of the building was constructed. The customer drives his car right up to the window and makes his deposit without leaving the car. The facilities are simple to operate. As the car draws up to the Tellers window, the Teller pushes out a metal drawer. The customer drops his money and books or documents into the box and talks into a microphone. The teller does his necessary paper work and then returns the book, etc., to the depositor. This is a great time saver to those not requiring a personal conference, is more convenient to the customer and reduces the parking problem.

The vision of the Bank's Founders has been realized and their hopes justified. In its 38 years the Appleton State Bank has grown with the community it helped to grow. It is built upon a sound foundation. It has withstood the financial perils of two world wars and the most pitiless, devastating depression in history. The years that left in their wake the wreckage and ruin of countless business institutions and lending agencies found the Appleton State Bank sound and firm, its solvency never questioned or threatened and its services unimpaired. With confidence and hope, taking great pride in its past, it looks to the future.

Wisconsin . . . and the Paper Mill Wire Cloth Industry are both 100 years old

WISCONSIN'S CENTENNIAL YEAR also completes a century since the Fourdrinier* wire cloth weaving industry was started in the United States.

In this 100-year span, four generations of one family have played an important part in the development of this industry.

It was in 1847 that Robert Buchanan produced one of the first Fourdrinier wires woven in this country. He and his son, William, developed the industry at first to serve paper mills in the East. Three companies were started between 1847 and 1896.

When Paper became a large scale industry in the Middle-West, the Appleton Wire Works, Inc., was organized to serve the mills of this area. The company was organized in 1895. The founders were the William Buchanan mentioned above, his sons, John and Gustavus, and his brother-in-law, Albert B. Weissenborn. Five other Wisconsin wire weaving companies were offshoots from the Appleton Wire Works, two of which remain in business.

Today, William Buchanan, a son of Gustavus, is president and treasurer. R. H. Purdy, son-in-law of A. B. Weissenborn, is vice-president and secretary.

This company has grown with the paper industry it serves. Today it is one of the largest producers of paper mill wire cloth in the world.

*Fourdrinier wires are endless belts woven of phosphor bronze and brass wire. They are supplied in many meshes, in widths from 52 to 251 inches, and lengths from 40 to 130 feet. The film of pulp flowing on the wire forms the sheet of paper, which then passes through the felt blankets and driers on the paper machine.

APPLETON WIRE WORKS, INC.

APPLETON WOOLEN MILLS

STARTED 88 YEARS AGO

Although one or two earlier dates are mentioned, earliest records of a woolen mill that can be substantiated from present company records is that late in 1860, James W. Hutchinson, a substantial and enterprising local merchant, completed final plans for the establishment of a woolen mill known for many years as the "Appleton Woolen Factory."

Construction of the four-story, 50 x 30, building was started in February 1861. Late in January 1862, the mill was in full operation and a large amount of carding was done. Farmers hailed the industry with delight, as they found a ready market for their wool. In July 1863, the mill, along with several other buildings, was totally destroyed by fire. Early buildings were constructed mostly of wood.

In 1864, the plant was rebuilt by Capt. Geo. W. Spaulding, through his agent, J. W. Hutchinson, who ran the mill. The new establishment was two and one-half stories, 65 x 45, plus an attached dyehouse and boiler house 40 x 20. The new "Woolen Factory" was completed and almost ready for occupancy the latter part of April 1864.

In February 1866, Capt. Spaulding sold his interest to David Smith, the banker, and J. W. Hutchinson. The firm was known as the Appleton Woolen Factory, Appleton Mills, Appleton Woolen Mills, and Hutchinson and Smith. Checks were signed "Hutchinson & Smith."

Business records are scant but sufficient to establish that partnerships existed as follows: In 1868, the proprietors were listed J. W. Hutchinson & Andrew J. Smith. Over the next number of years there were several changes in proprietorship: Hutchinson, Fay & Ballard (records in 1869); Fay, Ballard & Robertson (records in 1873); William Robertson, Agent (records in 1874); Hutchinson & Company (records in 1874).

In 1876, Frank J. Harwood, Ripon, Wisconsin, entered the services of the firm, the company having been reorganized. The partners were W. W. Hutchinson (son of J. W. Hutchinson), Dr. J. T. Reeve, and F. J. Harwood. June 17, 1881, as per pencil memorandum by F. J. Harwood, the mill caught fire from the cupola of Morgan & Bassett Machine Company (now Appleton Machine Company) and "in less than an hour we were

\$36,000 worse than nothing." The loss being too heavy for the company to bear, the owners incorporated in the same year as Appleton Woolen Mills with A. P. Harwood (father of F. J. Harwood), Ripon, Wisconsin, President; C. A. Beveridge, Vice President; W. W. Hutchinson, Secretary and Treasurer; F. J. Harwood, General Manager. W. W. Hutchinson resigned in 1883. His offices were filled in 1884 by D. V. N. Harwood (brother of F. J. Harwood), Ripon, Wisconsin. Daniel Van Ness Harwood held these posts until he released the office of Treasurer in 1923, and that of Secretary in 1925.

In 1886, automatic sprinklers were installed. In 1888, looms were installed for the manufacture of mackinaws and flannels. Until this time the company had confined its products to plain and fancy yarns. In 1890, the first papermakers' felt loom was installed. The Appleton Mill has been devoted exclusively to papermakers' felts since the purchase of the Reedsburg Mill, to which all apparel machinery was transferred.

In 1896, the first unit of what became the Lake Superior Knitting Works in 1900, was erected over West Canal. December 2, 1902, the Reedsburg Woolen Mills was purchased and operated as a branch of the parent company. This mill makes men's and women's coatings and suitings, shirtings, etc. During World War I, the Reedsburg Mill was largely confined to the production of army blankets, and during World War II the main product was heavy overcoating.

In 1910, F. J. Harwood, General Manager, also assumed the office of President. February 15, 1936, a testimonial dinner, at which all employees were gathered, was tendered him in honor of 55 years as General Manager.

In 1939, the Appleton Superior Knitting Works, formerly the Lake Superior Knitting Works, was liquidated. In January 1940, Mr. Harwood relinquished the office of General Manager. Death came to Mr. Harwood, August 19, 1940. He had been the inspiration, power, and guide through all the years.

The present officers are: A. H. Orbison, President; E. T. Nelson, Vice President; A. H. Thuerer, Secretary; A. H. Wickesberg, Treasurer and General Manager.



It All Began in 1921

TODAY'S LARGE and modernly equipped plant of the Badger Printing Company, like our great state of Wisconsin and our thriving city of Appleton, grew from humble beginnings.

Three partners, Herman A. Schommer, Bert Martin and Arnold Jacobs, started business in 1921 in a small building on West Washington Street. They were its sole employees. Today the normal plant personnel is approximately 75.

David Smith joined the firm in 1923 to take over its general managership, after buying the interests of Mr. Martin and Mr. Jacobs. Mr. Smith is its president and Mr. Schommer its treasurer and general superintendent. The other officers are: Phil L. Jacobson, vice-president and Stella Murray, secretary.

Rapidly outgrowing its original quarters and an addition, the company purchased the Meyer Press in 1927. The merger of the two firms provided the organization with a two-story building which still stands at the corner of Morrison and Washington Sts.

In 1930, the company launched the first lithographing and photo-offset printing plant north of Milwaukee. It was located on East Atlantic Street until 1938, when expansion again became necessary. The company at that time purchased its present building at 213-15 E. Washington St., placed all operations under one roof, and had 50 per cent more floor space than the two other plants combined.

Today the company ranks as one of the largest in Wisconsin north of Milwaukee. It does a national business, not only in general commercial printing, but also in the production of monthly magazines, advertising specialties, and the publishing and sale of books through its prominently known subsidiary, the C. C. Nelson Publishing Company.

BADGER PRINTING COMPANY

APPLETON, WISCONSIN

One hundred years for Wisconsin ... Ninety-one years for Appleton and Sixty-one years for Brettschneiders!

It is indeed fitting that we view the whole picture of our achievements and progress and inculcate in our minds a true appreciation of the privilege and good fortune we have in being a part of Appleton's progress.

Joseph Brettschneider, Sr., in 1887, founded the Brettschneider Furniture Company, which was located at 607 West College Avenue, the present location of the United Cloak Company, with a floor space of 8000 square feet. Some people undoubtedly can remember his day when furniture was placed out on the sidewalk during the business hours, which were from sunrise to dusk. It was the most efficient technique of displaying your merchandise to the public. Brettschneider's had the first delivery service in the city—a good team of horses and a wagon. A trip to some outlying community with a load of furniture meant a days work.

Later the store was taken over by Joseph Brettschneider Jr., and David Brettschneider and the name changed to Brettschneider's & Sons. A few years later David Brettschneider became sole owner and the name became David Brettschneider Furniture Store. In 1912 the store was incorporated with David Brettschneider as President and the name changed to the Brettschneider Furniture Company.

In 1922 a new era developed for the firm. Their present building, six floors giving a floor space of over 30,000 square feet, was erected. Instead of being just a furniture store, it became a home furnishing center for not only Appleton, but the surrounding communities.

After the death of David Brettschneider in 1930, the business was taken over by August Trettin, President, and George Buesing, Secretary and Treasurer. Then in 1939 August Trettin became sole owner of the firm after the death of his business associate. Mr. Trettin owned and operated the business until his death in December 1947. It is now being operated by his wife, Mrs. August Trettin, and his two sons, Arthur and David Trettin.

It is the firm's sincere hope that the people of this community will continue to place their confidence in the store that has been evident for over sixty years, and it is their wish to continue to serve, prosper, and grow with Appleton.

BRETTSCHNEIDER FURNITURE CO.

APPLETON, WISCONSIN

Oil was ladled from barrels and kerosene was colored red . . .

WHEN GEORGE BUTH started out in 1911 in a young but lusty business, he was a bookkeeper for Wadhams Oil Co. in Wausau.

Those were the good old days when kerosene was shipped in large quantities to lumber camps and machine oil supplied the near-by industries. Business then was in industrial oil and kerosene when more than eight or nine cars in town were a sensation. As a matter of fact, red kerosene became the fashion for homes because it looked "so pretty" in the glass bowl part of the lamp.

Horses and wagons made all the deliveries in those days, service sheds were strictly utility housing for business supplies and Mrs. Housekeeper bought her home kerosene from pump or barrel at the grocery store. Even in the early days of the family car when Papa took Mamma and the children for a Sunday spin, horses were used for winter deliveries.

When the car and truck came into its own, the business changed . . . and it changed for George Buth, too.

His record with Wadhams reads like a success story: bookkeeper two years at Wausau; bookkeeper and salesman at Ripon in 1913, becoming the branch manager there at the age of 21; ten months in the quartermaster corps of the U. S. Army during World War I; branch agent in the larger and more prosperous agency at Beaver Dam; the Appleton agency in 1921, the leading branch office in the state at that time.

With that background of successful business and agency responsibility, Mr. Buth started out on his own in Appleton in the spring of 1931 with five people in his employ and two trucks. Renting an office and warehouse in the east end of town he opened the Buth Oil Company, starting deliveries on May 6 to some 30 dealer accounts.

Before the year had ended the present office

and warehouse building together with a bulk plant had been completed at 1207 W. Washington street, the company had its first outlet station on N. Oneida and W. Franklin streets, and it was supplying products throughout the county as well as in Neenah and Menasha.

By September of that year the company was incorporated. Mr. George Buth is president and treasurer; Mrs. George Buth is vice president, and F. E. Kellerman is the secretary of the company.

Today the company maintains four complete bulk plants, a tank farm in Grand Chute township that holds 500,000 gallons of furnace oil right now. It runs a transport fleet of three trailer units as well as two platform trucks and 14 local delivery tank trucks. The company operates a business that services Outagamie, Winnebago, Brown and part of Waupaca counties.

Step by step, through the price wars and depression years, the time of war restrictions and the present fuel shortage crisis, this company has met every business challenge. Business has grown continually because Mr. Buth had both vision and courage to meet each crisis with action.

Here is the record. 1932 marks the purchase of the Home Oil Co. in De Pere with a modern plant being built at Green Bay in 1933. In 1942 when the war disturbed tank car transportation, the company launched into the petroleum transport business sending truck transports, each carrying 5,600 gallons, to bring the products to Appleton instead of waiting. 1946 and '47 mark the building of complete plants at Oshkosh and Weyauwega.

This year the tank farm was built to meet the winter's fuel shortage. Erected on land with plenty of room for expansion this new plant can take in transport materials at the rate of 200 gallons a minute, pump it out that fast, too, and unload 10 tank cars at one time.

BUTH OIL COMPANY

APPLETON, WISCONSIN

Distributors of Skelly Petroleum Products

JAKE SKALL'S Colonial Wonder Bar

Eating is one of man's best habits—but good eating is a particularly All-American habit. When those who know good food have a yen for a thick, juicy steak, sea food done to a delicate, taste-provoking turn or for chicken that's "out of this world" they head for one place—Jake Skall's Colonial Wonder Bar just across the county line from Appleton.

It's a funny thing about food—it can tell the story of a county's beginning and development just as surely as history book dates. Take Outagamie County, for instance. Back in the Indian days when Wilderness was King, the first white man in Wisconsin, Nicolet, was feasted in 1634 on roast beaver. Indians lived for whole seasons at the rapids at Grand Kakalin (Kaukauna), la Petite Chute and le Grand Chute (Appleton) because they could catch easily the sturgeon, pickerel and other fish that were there in abundance. One of the favorite Indian feast foods was chopped sturgeon served with the corn these earliest known people of the county cultivated on their lands.

When the pioneer came to chop his homestead out of the wilderness he had but to take down his trusty "game overtaker" and step outside his cabin door to find meat for his family. On the other hand, he trudged all the way to Oshkosh or Green Bay for a sack of flour and often carried it home on his back. The abundance of wild game in the early days is evidenced in the record of the first wedding in the county at the famous Grignon home at Kakalin. This wedding feast of 1824 included the wild meat of "bear, deer, muskrat, raccoon, turkey, quail, pigeon, skunk and porcupine with all the quills on."

As settlement grew the pioneer housewife found a hundred uses for the maple sugar every farm family made each year and for the berries that grew wild on the land. Records tell of delicious hemlock and sassafras tea, crust coffee, hasty pudding and pie made from pie plant. Early newspaper accounts relate frequent deer and bear hunts which helped the family larders along.

Then with the stagecoach era the country hostelry came into its own. Travelers welcomed a place by the way it "set its table." These were the days when the county was growing up. With the coming of the "horseless carriage" the life of the community changed and "eating out" became a pattern of modern life.

In a sense Jake and Agnes Skall are modern pioneers, for through the years of being genial hosts to many Valley

residents they have made what might have become just another tavern a truly gracious dining place. Here family groups, businessmen, clubmembers, organizations and friends gather to eat and enjoy their food in a dignified and homey atmosphere. For this reason Skall's has become popular for special party groups as well as for regular luncheon and dinner patrons.

Both Mr. and Mrs. Skall are Outagamie County born, Jake coming from a Little Chute family of eight children, the son of Martin Skall. Mrs. Skall is the former Agnes Steidl, granddaughter of pioneer, John Melcher of Appleton. Jake enlisted in the U. S. Army, February 15, 1918. He was stationed at Genoa, Italy, where he served 17 months. He was discharged June 12, 1919.

Jake and Agnes have two sons, Don and Russ. Each is a graduate of Campion Jesuit High School at Prairie du Chien. Don was at Notre Dame University two years, from where he enlisted in the Army Air Corps. He served three years in the U. S. Army serving overseas with the Seventh Army. He is now back and in business with his father at the Wonder Bar. He is married and the father of a baby girl.

Russ, the younger son, is a Junior student at Notre Dame, where he is active in sports. He is now president of his class.

Before going "on his own" Jake drove a bus for some 10 years. The Skalls started out the hard way in the depression years of 1932. Even then good food was the foundation of their business and they remember well the work it took to serve those 15 cent chicken plate lunches two days a week in a place near their present location. Moving to the "Colonial Inn" in July, 1933, they began serving chicken dinners every day from noon until midnight. By 1934 the name of their place was changed to the Colonial Wonder Bar when the new, beautiful, hobnail trimmed bar was installed; in 1940 the sky-line window was added to frame the view of the landscaped, woody, ravine garden; room changes and decorations were made to make the place both beautiful and "tops" in its field.

From a husband and wife team these two have created a dining place that now employs 28 people, many of whom have been with them for years. Three cooks prepare the food that makes Skall's outstanding. Today the business has expanded to the "reservation" class and people come there from all over the country to enjoy the food.

SOUTH MEMORIAL DRIVE

• APPLETON, WISCONSIN

Combined Locks Paper Company

Built First Pulp Mill in 1889

Not quite a century ago in 1853 the paper industry had its beginning in the county . . . by 1880 paper manufacturing was on its way to importance . . . nine years later in 1889 the Combined Locks Paper Company was a part of that industry, started by the Van Nortwick family . . . today this company is a landmark in the many phased industry of paper making that has made the Fox River Valley famous.

The Combined Locks Paper Company came into being as a result of the development of the groundwood pulp process. The first pulp mill built was followed two years later by the original paper mill with its four fourdrinier paper machines. The paper mill was equipped fully to cook, wash and bleach rag stock but the use of rags was discontinued in 1893 when a Sulphite pulp mill was built. In 1916 the paper mill was rebuilt and an additional fourdrinier paper machine was installed. About 20 years ago a new paper finishing room and storage facilities were added to the plant. Five years later a warehouse and processing buildings were constructed. During July, 1946, the Company purchased the D. M. Bare Paper Company of Roaring Spring, Pennsylvania. It is a wholly owned subsidiary that has been manufacturing paper for over 80 years, specializing in the book field paper.

From Canada comes the spruce, from Wisconsin and Minnesota the balsam and poplar that feeds the groundwood mill, which in turn, spews forth the mass of pulp that is converted into some 200 tons of mixed light-weight and coated paper each and every day.

This is the paper that goes into many uses according to its type and grade. Some goes to make the pages of telephone directories, some finds its way into pages for magazines, mail order catalogues or books, while still other types are distributed for use in carbonizing, food wrapping and various kinds of light weight and machine coated printing.

The original company was reorganized in 1916, at which time Lewis L. Alsted became President of the company and remained in that position until his death in May, 1938. From 1938 until 1941 the company was controlled by trustees of the Alsted estate, including Frank R. Bacon, L. A. Lecher, both of Milwaukee, and Mrs. Lewis L. Alsted.

G. D. Muggleton became the Vice-President and General Manager of the company in 1940, which position he still holds. The following year, when the trustees relinquished control, the officers were: Mrs. Alsted, President; John G. Strange, Vice-President; Mr. Muggleton, Vice-President and General Manager. On February 28, 1946, the assets and physical properties of the company were sold to John F. Cuneo and his associates, and a new corporation was formed. Officers of this present company are: Raymond P. Fischer, President; G. D. Muggleton, Vice-President and General Manager; R. F. Dunger, Secretary and Treasurer. Directors are John F. Cuneo, Leonard Davidow, Jansen Noyes, Raymond P. Fischer, Leo Blancke, T. W. Bryant and G. D. Muggleton.

COMBINED LOCKS PAPER CO.

Combined Locks, Wisconsin

SHAWANO

IOLA

WITTENBERG



APPLETON

BONDUEL

SEYMOUR

Appleton Plant Dedicated Aug. 1948. Milk plant,
left—powder plant, right

Great Oaks from Little Acorns Grow

THE little acorn was just an idea developed at a meeting of the Perfect Seed Circle in Shawano back in October, 1929. The price these farmers were getting for their milk was below the state average at that time and meant an annual loss equal to their farm taxes.

The man who planted the "acorn" to remedy this situation was Mike Wallrich, pioneer lumberman, lawyer and farmer. The Little Seed Circle grew into the 1,000 member Consolidated Badger Cooperative. Pioneers in the organization included George Baumeister, former Shawano County Agent, Matt Wallrich, legal adviser and the first board of incorporators, namely: Tom Loken, chairman of the county board and father of agricultural extension work in Shawano county; Dr. O. F. Partridge, Mattoon; O. B. Hagen, Wittenberg; Otto Kroening, Town of Richmond; A. H. Klebesadel, Town of Belle Plaine.

Early in its history Badger acquired the services of two valuable men with a rich background of dairy experience, George W. Ruppel, present manager of Badger, and William Mitten, now deceased.

The first milk was taken in at Mattoon in 1931 with plants opening soon after in Tigrerton, Bonduel and Shawano. Charles B. Koontz became the first president. Those early days were hectic ones with the depression years, drought and grasshopper menace and resistance

to the milk strikes which threatened failure to the project.

An important factor in the growth of the Badger is its firm belief in using milk to its full advantage through new methods of manufacture and by-products. Important landmarks were the opening of a new evaporating plant in 1933, the production of dried skim milk, whey drying and, during the war years, the drying of whole milk.

The Appleton plant was acquired in 1938 when the Potts-Wood Company ceased business. At that time this group of farmers formed a small cooperative to save their market. The merger with Badger soon followed and with the purchase of the Outagamie Milk Products Company on N. Mason street the Appleton plant was underway.

In 1946 ground was broken for the new, modern plant at 1815 W. Spencer Street. E. H. Knickel is manager of the new plant. In its 10 years existence the Appleton plant has grown from 80 producers who delivered 60,000 pounds of milk a day to the present 800 farmers in the county who bring their milk to the new plant which is equipped to handle one-half million pounds of milk a day. The annual business of Badger runs between 18 and 19 million dollars a year. Certainly this is a mighty oak started only 19 years ago as an idea to help the farmer.

CONSOLIDATED BADGER CO-OP

Main Plant and Office: Shawano, Wisconsin

Eagle Started Out as a Hay Tool Company—Back in 1888

The Eagle Manufacturing Company dates its founding in the year of 1888. It was established as the Eagle Fork Company by Richard Miller in association with two other men, one of them being John Kanouse. The first plant was located on the present site of the power plant of the Fox River Paper Company.

A complete line of hay tools—carriers, forks, etc.—were manufactured at that time. One of the first feed cutters was developed by the Company then. This cutter was unique by reason of its interchangeable cutting plates. The Saiberlich brothers were also identified with the early history of Eagle and the family is still represented in the Company today in the person of Winston Saiberlich, Director and Secretary.

Today the Eagle Manufacturing Company is a wholly owned subsidiary of The Four Wheel Drive Auto Company of Clintonville, Wisconsin. The Four Wheel Drive Auto Company acquired the stock of the Eagle Manufacturing Company in 1941.

The Eagle organization, comprising approximately 200 employees, has been concentrating on the production and sale of a line of public utility line construction and maintenance tools, previously produced in the Clintonville plant prior to the war. This line includes winches, used extensively on FWD and other makes of trucks, pole derricks, trailers used for hauling poles, cable reels, transformers, line construction and maintenance bodies and numerous other items of equipment that go to make a line construction truck complete.

The Eagle Company also manufactures agricultural equipment including several models of ensilage cutters which are among the original products of the Eagle Manufacturing

Company. The Eagle ensilage cutter has an enviable reputation and many units built 30 years ago are still in service.

During the war an electric barn cleaner, which automatically removes litter from the gutter and, through a conveyor system, loads it into a spreader, had been developed and is now being sold in substantial quantities. The installation of a barn cleaner is not complicated and through the use of this unit a barn housing from 35 to 40 head of cattle can be cleaned in from 7 to 8 minutes. Eagle Cleaners have been installed in barns housing 70 to 80 head of cattle and are performing very satisfactorily.

The Company during 1947 also developed and tested a forage harvester to be used in harvesting hay and corn. The machine has the Eagle silo filler head and blower assembly incorporated in its design. The facilities at the Eagle plant include a machine shop, a sheet metal department, a modern blacksmith and derrick producing department, several assembly departments, a modern painting department and such other departments as shipping and the like.

The Company's utility products are sold through the Graybar Electric Company to electric light and power companies, independent telephone companies, electrical contractors, and through the Western Electric Company for the account of the Bell Telephone System.

The agricultural equipment is sold through dealers in the states of Wisconsin, Illinois, Minnesota and Iowa and through distributors in other territories.

The company has operated profitably and it rates as the fifth largest on the basis of number of employees in the city of Appleton.

EAGLE MANUFACTURING CO.

DIVISION OF

THE FOUR WHEEL DRIVE AUTO COMPANY

More Than Three-Quarters of A Century as Your Bankers

PUT DOWN NOVEMBER 28, 1870 as an important date to remember as Appleton celebrates the Centennial Year of the State of Wisconsin.

On that date, the First National Bank of Appleton, opened its doors to give this promising farming and industrial community its first bank officially chartered by the United States Government. Its first president, Augustus Ledyard Smith, had previously served the community from 1868 until that time through his privately owned bank.

The guiding spirit in the bank's establishment and ever mounting success, however, was Herman Erb, its first cashier, later to become its president.

The seven men who composed the first board of directors were President A. L. Smith, Vice-President Ephraim C. Goff, William S. Warner, Andrew J. Smith, George W. Spaulding, James T. Reeve and Hiram A. Jones.

It is a far cry from Appleton's population of 4,518 in that early day to its present total in excess of 30,000; from Outagamie County's 18,430 to more than 70,000 inhabitants today.

Likewise, comparisons of this bank's growth are historically important. It started with \$60,000 in deposits and \$30,000 in loans turned over to it when A. L. Smith discontinued his private bank. Its starting capitalization was \$50,000. Including two mergers—the Commercial National Bank in 1919 and the Citizens National Bank in 1931—capital funds now exceed \$2,000,000. Today the bank has more than 5,000 checking accounts and some 13,000 savings accounts, representing total deposits averaging in the neighborhood of \$24,000,000.

Two permanent homes have been erected. The first was in 1871, being the two-story building directly across the street to the south of the present location upon which today's quarters were erected in 1914. The First Trust Company's building adjoining the bank to the west was acquired in 1934, when this affiliate of the bank was terminated by Federal legislation.

In this span of more than three-quarters of a century, five presidents have guided this institution. They were: Augustus L. Smith, 1870-1891; Henry Daniel Smith, 1891-1910; Herman Erb, 1910-1919; R. S. Powell, 1919-1946, and the present head of the bank, Kenneth K. Du Vall. Mr. Erb served as cashier from 1870 to 1910, and his successors have been: George Utz, 1910-1919; Louis Wissman, 1919-1931, and the incumbent, Robert W. Ebben.

Thus, during two major wars and several acute business depressions, this bank has stood faithfully as a bulwark of strength and stability. Its growth is a companion story to the upbuilding from pioneer days of this thriving Fox River Valley of which we boast today. It is rich industrially and agriculturally, and outstanding as a center of manufacturing, wholesale and retail distribution, education and the professions.

FIRST NATIONAL BANK OF APPLETON

Member F.D.I.C.

Pioneers of Modern Forage Harvesting . . .

The Fox River Tractor Company, Appleton, Wisconsin was organized in June, 1919, by Frank Saiberlich, Oscar Saiberlich, Erwin W. Saiberlich, Raymond A. Saiberlich, Wilmer L. Saiberlich and Raymond C. Krueger. It started with a 36 x 112-ft. factory building and its first product was a 40 horse power, 4 cylinder farm tractor called the "Fox."

In 1922 the Company developed a line of Silo Fillers introducing such new features in farm cutter design as anti-friction bearings on the cutting shaft and all steel frame construction. These new Fox cutters marked the beginning of a modernizing program on ensilage cutters throughout the entire industry.

Additional models were added, both agricultural and industrial, until in 1930 the Fox was the most complete line of hay and ensilage cutters on the market. This line included the heavy duty, industrial type Fox cutter, which became very popular with the large farmers and ranchers in the western part of the country. It was also sold quite extensively to the feed milling trade and it played an important part in the development of the dehydration industry. It was sold for many years as regular equipment for dehydrating installations by the largest manufacturer of dehydrators in the country.

During the late twenties, Fox engineers saw the need of a new development in Forage Harvesting. Western farmers insisted on chopping their hay before feeding it and some Wisconsin farmers were chopping their hay with silo fillers to increase the storage space of their barns. They soon discovered other advantages. Chopped hay was easier to handle when feeding. It eliminated waste in the manger and many farmers claimed that production of their herds actually increased when fed chopped hay.

As a result of these observations, the Company built an experimental Pick-up Hay Cutter in 1930 which was followed by other models in rapid succession, until 1936, when the experimental work had been largely completed, and the present model, the Fox Forage Master, was put on the market. This machine with its three interchangeable harvesting units is the pioneer of modern forage harvesting. It does for hay and silage crops what the tractor and combine have done for tillage and grain harvesting. It completes the mechanization of farming. By no other method can hay, grass silage and corn silage be put up with as little man power and in so short a time as with the Fox.

The Fox Forage Master assisted materially as a grass silage harvester in the United States Department of Agriculture's Soil Conservation Program during the second World War. The making of grass silage by any other method is a hard discouraging job. With the Fox it becomes as easy as driving a tractor. Work that was exceedingly hard and slow by any other method is now done rapidly and easily by teen-age boys. The Fox method is so fast and so easy that crops can be put up at the right stage of maturity thus conserving their utmost in feeding value.

To meet the demand for these machines, the Fox River Tractor Company has expanded its plant facilities several times, giving year 'round, steady employment to about 220 people. Its products are sold in every state of the Union and in some foreign countries.

FOX RIVER TRACTOR CO.
APPLETON . . . WISCONSIN



JULIUS BUBOLZ
 Founder and Secretary of Home
 Mutual Insurance Company

THE HOME MUTUAL STORY

buildd on 48 years of faith,
 honesty and pioneer vision . . .

BACK in 1900 there were troublesome days in Outagamie County. Violent windstorms swept the countryside, wrecking property, leaving people homeless, debt-ridden and desperate. A small group of citizens met at the farm home of their leader, Julius Bubolz, and decided to do something about it.

In the earnest thinking of these Home Mutual founders was the primary purpose of removing themselves and their neighbors from the shadow of overwhelming ruin caused by storms.

One hundred and thirty-five strong, they became charter members of a mutual company, a "company of policy-holders," in which each has a voice in management.

These were men from two counties who laid down the principles of operation which still guide Home Mutuals. These were men of honesty, hard work and thrift . . . men with an inborn desire to serve their neighbors and to help themselves rise above disaster.

Like them and one of them, Julius Bubolz became their leader and founder of their business company.

This man applied to the young business the principles of rigid economy and self discipline he had learned back in the days when he

hauled logs at nine dollars a week with a bobsled and team.

He brought to this job the same spirit for community good that prompted him and his good wife to help build a church when one was needed in their farm community . . . the same responsibility that made his work in his community a success as a church secretary, the town and school clerk and justice of the peace.

For 31 years, Julius Bubolz ran the business from his farm home, then the company's only office. His success can be measured best by simple contrast of today with yesterday.

Forty-eight years ago, 135 farmers comprised the company. There were no field men, no adjustors and only one person did all the work on a part time basis.

Today, 70 employees work at the home office for thousands of policy-holders in 10 states, and today the company has over

HOME MUTUAL INSURANCE CO.

FOUNDED BY JULIUS BUBOLZ IN 1900 . . . HOME OFFICE: APPLETON, WISCONSIN

\$250,000,000 worth of insurance in force and more than one million dollars in assets. There are 900 agents serving both Home Mutuals, 80 qualified adjustors and eight full time field men.

This is the progress of the company that started at the beginning of the century, when William McKinley was the president of the United States, just after the Spanish American war had ended.

Today, father and son work together. Julius organized a company to meet a definite need in a day when farmers worked and travelled with horse and wagon or buggy.

Today, Gordon follows in his father's footsteps. He met the need of the automobile age when he founded the Home Mutual Casualty Company as a running mate to the parent Home Mutual Insurance Company. His program was geared to a more modern day and a modern need of his policy-holders.

As a historical sidelight, the Casualty Company started on May 29, 1935, the birthday anniversary date of the state of Wisconsin.

There were then, 204 policy-holders. Today this number has climbed into the thousands representing an annual premium value exceeding one and a half million dollars.

The management and growth of the casualty company has been the work of Gordon Bubolz. His experience and education, coupled with the rich background of insurance knowledge learned in his boyhood gives him the recognized ability that goes with his job as president of Home Mutuals Insurance Com-

pany and secretary of the Home Mutuals Casualty Company.

He is a graduate of four different colleges and universities . . . Bliss College at Columbus, Ohio . . . Lawrence College in Appleton . . . the Wharton School of Business and Finance of the University of Pennsylvania . . . the Law school of the University of Wisconsin.

He became a teacher of accounting at Lawrence College. He worked in research as an agricultural economist on farm mutual insurance companies with the Farm Credit Administration in Washington, D. C., and he edited bulletins on farmer's mutual windstorm insurance companies for FCA. In 1944 he was chosen by the people in Outagamie and Shawano counties to serve them as their state senator from the fourteenth district.

Being of service to others was a quality he learned early from his parents . . . and he has done it in many roles . . . as a lawyer, a teacher, economist, public servant and a mutual insurance executive. His community record emulates his father's example of friendly, civic service. Examples

are in the hours of work he gave to the chairmanship of the local USO, the local war chest, the county safety council, the Outagamie County committee of the State Centennial, the Community Chest and as president of the Kiwanis Club and Appleton Chamber of Commerce.

Thus forms the leadership pattern of Home Mutuals in its story . . . Julius, the father, and Gordon, the son . . . both keenly interested in the past but ever ready with time, energy and ability to work for a better future.



GORDON A. BUBOLZ
President Home Mutual
Insurance Co.
Secretary Home Mutual
Casualty Co.

HOME MUTUAL CASUALTY CO.

FOUNDED BY GORDON A. BUBOLZ IN 1935 . . . APPLETON, WISCONSIN

The Green Bay and Mississippi Canal Co. is linked with the past in the struggle to build the Fox-Wisconsin Waterway

To Morgan L. Martin of Green Bay, more than to any other man, must be given the credit of making the lower Fox River a navigable stream in any modern sense. Today, there are 27 locks and 16 dams on the Fox River, controlled by the Federal government.

As early as 1831 Martin began working for Fox River improvement as a delegate to the Michigan territory. When Wisconsin became a territory Governor Dodge appealed to Congress in both 1836 and 1838, in the latter year suggesting a land grant to finance the undertaking. Congress then sent Capt. Thomas J. Cram to make a survey and estimate the cost of a waterway.

Nothing practical came of this survey until 1845 when Martin, as a territorial delegate to Congress, obtained passage of a bill which provided the sale of lands within three miles of the proposed water route. The land was offered for sale as soon as Wisconsin was admitted to the Union and one of the first acts of the newly formed state government was to accept the Congressional land grant. The legislature provided for a board, probably the first state board in the history of Wisconsin, to carry on the work. Hercules L. Dousman, Curtis Reed, John A. Bingham, Albert S. Story and James B. Estes were its members.

The lands allotted to the improvement fund sold freely for two years with sales amounting to \$49,000 in 1849 and \$53,161 in 1850. Then came a lull in land activities which threatened disaster to the river work. By this time the state commissioners had built the canal across the portage but work was suspended for lack of funds on the Grand Chute and Cedar Rapids locks. The expenditures already had exceeded the income by more than \$65,000!

In this crisis Morgan L. Martin came forward with a proposition. He agreed to take over the entire project in return for which he asked the privilege to charge tolls for the use of the canal and all receipts from the sale of the improvement lands. This was approved in 1851 and Martin immediately put a force of 500 men to work at Kaukauna.

However, Martin found himself in diffi-

culties when a hostile state Governor, Leonard J. Farwell, in 1852 worked to obtain a full legislative investigation on a charge of unconstitutionality and a hint of graft. The investigation proved both Martin and his venture honorable, but before long the state turned the project over to a private corporation, again on the recommendation of Farwell.

Thus the Fox and Wisconsin Improvement Company came into existence formed by well known men throughout the region. The work went forward with Martin and his associates as contractors and in late fall of 1855 water was turned into the locks. In June, 1856, the first steamboat, the Aquilla, came through the entire length of the waterway from the Mississippi river to Green Bay.

The Improvement company issued bonds to complete the construction but insufficient revenue brought foreclosure by the bondholders. The franchises, property and land grants of the company were sold to the Green Bay and Mississippi Canal Company which organized in 1866. The Canal company enlarged, completed and operated the improvement, charging tolls for the passage of boats through the locks.

In 1871 the United States government purchased the locks, dams, canals and franchises, reserving to the Canal Company title to all personal property, the water powers created by the dams, the use of surplus water not needed for navigation and pieces of land necessary to make use of the retained water power rights.

The original stockholders of the Canal Company were men from the east, Samuel Marsh, Erastus Corning, Horatio Seymour, John Magee, Edward C. Delevan, W. B. Ogden, John Catlin, Daniel Wells, Jr., and Andrew C. Binninger.

The present officers of the company are William Van Nortwick, Appleton, president and treasurer; John Van Nortwick, Geneva, Ill., vice president; Edward J. Dempsey, Oshkosh, secretary; Catherine Nooyen, Appleton, assistant treasurer.



The First Three Story Office Building in Appleton was located on the present site of the IRVING ZUELKE BUILDING.

The above building was replaced by the Commercial National Bank and Office Building. In 1924 this building was purchased by Irving Zuelke Music store—the largest individually owned music house in Wisconsin. It was destroyed by fire in 1928 and three years later the present Irving Zuelke Building was constructed.

IRVING ZUELKE BUILDING DIRECTORY

	FLOOR		FLOOR
Allen, Maurey Lee, Architect	2	Kloehn, Dr. S. J., Orthodontist	5
Appleton Clinic	5	Krueger, Dr. E. N., MD	3
Appleton Dental Laboratory	2	Lally, Dr. R. R., Dentist	7
Appleton Eye, Ear, Nose & Throat Clinic	6	LeFevre, Dr. J. E., Dentist	7
Appleton Medical Laboratory	7	Lowell Laboratory Supply	7
Appleton Travel Bureau	2	Marshall, Dr. Victor, MD	5
Battle, J. M.	3	McKee, Carl S.	5
Benton, Dr. J. R., Dentist	6	McKee & Jaeckels, Investments	5
Brooks, Dr. E. H., MD	6	Metropolitan Life Ins. Co.	7
Brummund, Walter, Atty.	3	Mutual Implement Hardware Ins. Co.	7
Bubolz, Gordon A., Atty.	4	Mutual Trust Life Ins. Co.	3
Byrne, Edward, Atty.	4	Neidhold, Dr. Carl, MD	5
Bubolz Mutual Fire Ins. Co.	4	O'Brian, Dr. H. F., Dentist	5
Cornelius, V. G.	3	Perschbacher, Dr. C., Dentist	5
Crabb, Howard J., Ins.	3	Perschbacher, Dr. R., Dentist	5
DaFoe, Dr. W. A., MD	7	Pratt, Dr. H. K., Dentist	5
Davis, R. E.	7	Pulp & Paper Mfg. Assoc.	3
DeCock, Dr. R. D., MD	6	Ruekert, Dr. J. G., Chiropodist	7
Dettmann, E. A. Co., CPA	3	Rydell, Dr. E. A., Dentist	5
Eich, Dr. M. J., Dentist	6	Security Mutual Life Ins. Co.	3
Equitable Life of N. Y.	3	Sherry, Carl A.	3
Federated Hardware Mutuals	7	Skibba, Dr. J. P., MD	7
Frawley, Dr. W. J., MD	6	Sonotone Hearing Service	7
Frei, L. G.	2	Spanagel, R. S., Atty.	4
Gmeiner, Dr. J., MD	6	Spooner, R. J.	3
Goeres, Dr. M., Dentist	7	Staerkel, Dr. J., Dentist	7
Grossman, Dr. W. A., Dentist	5	Stenger, Louis.	7
Hardware Mutuals	7	Stewart's Shoes	Main
Hartford Fire Ins. Co.	3	Taylor, Dr. A. C., MD	6
Harwood Studios	3	Telephone Secretaries	7
Herner, Morrow	3	Uhlemann Optical Co.	6
Hesson's	Main	Werner, Dr. A. L., Dentist	7
Holvenstot, R. A.	3	Yonan & Sons	3
Home Mutual Casualty Co.	4	Zeiss, Dr. E. J., MD	6
Home Mutual Insurance Co.	4	Zuelke, Irving	2
Household Finance Corp.	2	Zuelke, Cordell	2
Insurance Service Bureau	4	Zwerg, Dr. A. W., Dentist	7

In the Heart



of Appleton

KIMBERLY-CLARK IN OUTAGAMIE HISTORY

THE state of Wisconsin was 24 years old when Kimberly & Clark opened its doors for the first time. Appleton had fifteen years of experience as a municipality and Kimberly was non-existent. And children born in that year of 1872 have long since grown into veterans of Outagamie County history; many as a direct part of Kimberly-Clark and others as residential neighbors for 76 of the last 100 years.

The company had its start when four men—J. A. Kimberly, C. B. Clark, F. C. Shattuck and Havilah Babcock—raised \$30,000 and



They started Kimberly-Clark—J. A. Kimberly, C. B. Clark, F. C. Shattuck and Havilah Babcock

bought a paper making machine with a daily capacity of two tons of all-rag newsprint. (Now, on each business day, the corporation ships products worth more than ten times as much money as the four founders risked to start the business on its way.)

When the first of these four partners came here as a boy, exactly one hundred years ago (1848), there were no railroads and cities, the only town of any size being 200 miles away and having the name Chicago. But the able and enterprising pioneers who came here were sound by any measure of American history. They used the waterpower with which this territory was blessed to provide a way of life, first to run the flour mills and soon

thereafter—as flour milling here could no longer compete—to start the paper industry that has kept the territory going in good times and bad, ever since.

County and company grew through the panic of 1873 as a first test and continued their growth in the years that followed, until the company became an enduring part of the general community. One big reason for such stability was constant improvement of equipment, mills and product along with diversification; all of this made possible because of steady earnings and profits.

Kimberly-Clark founders could also take some pride in Outagamie's position as a national center of the paper industry. The corporation is far from alone in the industrial family here today, but history does record that the four original partners, in setting up the company, likewise started the movement of the pulp and paper industry toward the west.

After two generations of steady growth, Kimberly-Clark became a corporation in 1928. Wider ownership and more finances were necessary if the corporation was to introduce new products that resulted from longtime manufacturing know-how and technical progress. Up to the time of World War I, the company had manufactured practically every grade of paper from straw wrapping to high grade bond and ledger papers. New products—book paper, wall papers, creped wadding that was the forerunner of such internationally known tradenames as Kleenex, Kotex, etc., and other products as Kimsul, Kimpak, Kimpreg—were either being introduced or in the planning stage. It was a time for moving ahead or for losing ground.

Starting with 40 employes in 1872, Kimberly-Clark employment now totals over 8,000, the majority still local residents, and many with a half-century or more of affiliation. There are, for instance, about 200 in the company's retirement program and nearly 500 still active in the mills and offices with service records going back 25 years or more.

They—as citizens or as a part of the company which they represent—have made much of Outagamie County history.

Knoke Lumber Company Stands On Old County Fair Grounds Site

County old-timers remember well the old fair grounds where the Knoke Lumber Company now stands. Opened with a flourish in the eighties, many good times have been spent there through the years when hundreds of county families, laden with picnic baskets, gathered each year until 1916 to exhibit, look the fair over and have fun at the exciting trotting races. Today the famous race-track is a huge lumber stock pile . . . the exposition building stood just in front of the present sawmill . . . and the animal house was where the wood yard stockpile stands today.

When Otto E. Knoke brought his lumber business to Appleton in 1921 the fair grounds already had disintegrated into a vast field of wild thistles, with only the windmill that supplied water to the animals left standing across the road from the present office building.

Mr. Knoke founded his lumber business 13 years before he located in Appleton, starting in Birnamwood in 1908. After operating this plant for five years, a new mill site and timber tract were purchased at Hatley in Marathon County. Logging camps were set up on the various tracts, the logs being hauled to the mill during the winter months on seven foot run sleighs over ice roads. A tie mill was also erected at Halder to produce railroad cross and switch ties that were in heavy demand at that time. This mill ran for many years.

Also during this period Mr. Knoke operated a beef cattle business that prospered on a large farm near Wittenberg. More than 400 head of Hereford cattle were sheltered and wintered in one of the largest barns known to have been built in Marathon county. These cattle grazed from spring until fall on hundreds of acres of the lush pasture on cut-over timberlands.

In 1921 the modern band saw mill was erected in Appleton on the former fair grounds.

On the death of Mr. Knoke in 1923 the business was held in trust for 10 years and was operated as the Otto E. Knoke Estate. The business was supervised by W. O. Baum of Bowler, a close friend of the family, and the two eldest Knoke sons. The present firm, which is one hundred percent family owned, incorporated in 1933. Mrs. Ida B. Knoke, the founder's widow, and her four sons, Elmer, Armin, Melvin and Leland, constitute the officers and board of directors of the firm. Two daughters, Mrs. Arthur Pahl and Mrs. Ted Holzem complete the circle of stockholders.

The corporation is engaged primarily in the manufacture of lumber, getting its raw material through the purchase of timber tracts in a radius of 100 miles from Appleton. Their woods' crews may still listen for that age-old lumberman's call, "timber-r-r" but the old logging days are gone. Knoke men work with modern mechanized equipment such as the power chain saws for felling and bucking timber, caterpillars for skidding, power cranes for loading and tractors with semi-log trailers for transporting logs to the mill.

The lumber produced from this timber at the company's mill is sold to industrial plants for the manufacture of flooring, boxes, furniture, truck bodies, meat blocks, paper mill supplies, venetian blinds, building lumber, doors, interior trim and crating.

In 1942 a subsidiary company known as the Knoke Realty Company was organized to purchase timber lands and farms and to build houses. During the past three years 22 houses have been built in Appleton by this company.

The firm looks forward to years of continued operations in the city and members of the family of the late Otto E. Knoke, founder of the organization, are grateful to him for selecting such a fine city in which to conduct a business and also to reside.

KNOKE LUMBER COMPANY

311 N. Linwood Ave.

Appleton, Wis.

THEY SOLD THE BARK AND BURNED THE LOGS

BACK IN 1907 in North Central Wisconsin near the village of Rib Lake the settlers clearing land for farms considered themselves lucky to have a market for bark at the local tannery while the logs were worthless.

This waste of timber and the hardships of the depression which was on at the time, were enough to convince Stephan A. Konz, one of the settlers, to try to find some market for logs or lumber. A difficult task to be sure, but within a year a small sawmill was in operation, and things looked brighter for all.

As production increased he was faced with the problem of transporting the lumber to the nearest railroad, a distance of five miles over roads that were little more than trails, and impassable for heavy loads much of the time. This was overcome by moving the mill to the railroad in Rib Lake, and hauling the logs during the winter.

Sawing lumber had now become a full time job for Mr. Konz, 'Steve' as everyone knew him, and he was now started on the work he was to follow for the next forty years—prevention of waste in forest products through proper utilization. Many species of wood grow in the area and Steve bought them all; converting each to a product or shipping to a market for which it was best suited. His search for a market for some of the timber brought him to the Charles Hagen Box Factory at Black Creek, Wis., and lead to the purchase of that plant in 1915.

This business was incorporated as the Konz Box & Lumber Company, and continued at Black Creek until the fall of 1919 when it was moved to Appleton and its present location. Steady employment is had for 50 to 60 employees, and the principal product, round veneer cheese boxes, is distributed in Wisconsin and cheese producing areas in the middlewest. Wooden packing boxes and lift truck skids are also manufactured and distributed in Appleton and the vicinity.

Mr. Konz has recently retired from active participation in the business because of ill health. Ownership and management remains in the immediate family. The present officers are: Mrs. Stephan A. Konz, President; Rudolph C. Konz, Vice President and General Manager; Julia K. Singler, Secretary; C. R. Konz, Treasurer.



KONZ BOX & LUMBER CO.

APPLETON, WISCONSIN

Lutz Ice Company

Dates Back to 1885

When Lawrence W. Lutz started out in the ice business in 1885 in Appleton the old Turner Opera House stood on Fisk Street (now Franklin Street) and Union Place, approximately where the present Lutz Ice Company now stands.

Those were the old days in the ice business, gone with the life of yesteryear, when ice was harvested from the Fox River and Lake Winnebago. It took 75 to 80 skilled ice cutters from six to eight weeks to gather and store in sawdust the annual ice harvest. The implements used then are now museum pieces. A good "ice" man had to know how to use the augur, the measuring rod that resembled an overgrown corkscrew and made sure that the ice was safe to work on. Then, after marking the ice into blocks, each harvester manned a special, five-foot saw with wicked teeth and sawed by hand a record distance of 10 to 12 feet in an hour.

The rambling, wooden ice houses were part of the business, built near the harvest fields for storage. Through the years the Lutz Company took over many of these familiar landmarks—the Weimar Ice house at Telulah Springs, Melchior's in the old fourth ward, Murray's storage house on the Lake road and the Lehmann and Blackwood structure down at the river site of the historic Lehmann's Landing and the present Lutz Park. When the growing company bought its large piece of land at Lake Winnebago about 1920 it erected the main ice house there.

The history of ice making from the old, slow days to the modern mechanized plant is the history of the Lutz Ice Company. The old method of handsawing gave way to horse drawn ice plows, then to a power saw unit that cut in 10 minutes the amount of ice that formerly took one hour. Likewise ice house storage progressed with the times, too, with the ice being hoisted at first to the old series of "ski-slide" runways with ropes pulled by horses. The motor, winch and gasoline engine succeeded the horse, which in turn was

succeeded by the endless chain conveyor and elevated slide.

Today a trip through the modern Lutz Ice Company shows the contrast between the old and the new. Pure, clean well water has supplanted the old fashioned "natural" ice making, a huge machine pumps 124 gallons of this water every minute of the day, a mile and a half of pipes serve as a cooling unit in the ice room that stores clear, 400 pound blocks of ice, pile on pile. Men ride electric cranes to carry, and lower cans of water in the brine room. Forty hours later these same cans discharge crystal clear ice cakes ready to ride the mechanical lugs into the storage room. Motors and machines purify the ice, keep the temperature constant, agitate the brine, release the ice cakes and even wash the cans, all jobs unknown in the old days. Today the ice harvest is a continuous process with 65 tons of ice in production every day while in a nearby room another machine turns out 128 ice cubes every three minutes. Crushed ice is packaged in pecks and half bushel parcels ready for customers.

L. W. Lutz, founder of the business, started out with Ed. Weimar and purchased his interest in 1886. The business became known as the Lutz Bros. Incorporating as the Lutz Ice Company in 1921, L. W. Lutz became president of the firm, O. S. Lutz the vice-president and W. C. Jacobson the secretary and treasurer. At the death of L. W. Lutz in 1928, O. S. Lutz became president and Mrs. Hattie Lutz the vice-president.

The year 1931 saw the building of the modern ice plant to eliminate the cutting of lake and river ice. The company built where the Wisconsin Malt and Grain Company and its predecessor, the Turner Opera House, used to stand. In 1936 the company added the sale of coal and coke to its business. The interests of O. S. Lutz were taken over by W. C. Jacobson in October, 1945, and the present officers of the company are W. C. Jacobson, president; Marjorie J. McKenny, vice-president; Hazel Lutz Jacobson, secretary and treasurer.

Milhaupt Auto Co. Goes Back To Day of Horse and Buggy

The story behind the Milhaupt Auto Company is really a story of yesterday, for when Conrad Milhaupt, carriage-maker, came to Appleton some 67 years ago, he had no idea that he was founding a company that stands today for the streamlined service and sales of the then unknown "horseless carriage."

Carriages, wagons and cutters were his field back in the gay days of fast-stepping trotters at the race track at Telulah Springs, when hauling was done by wagon and dray and farmers came to town in spring-seated wagons or shiny-hooded buggies. A good piece of horse flesh was the talk of the men folk and the "surrey with the fringe on top" was the family pride and joy. With the winter snows and sleet came the business of keeping the bob-sled and cutter in repair, for the whole countryside, farmer and city folk alike, took to sleighs and laprobes with the first heavy snowfall. The parking problem in those days involved warm horse blankets and a spare nosebag of oats, or, if the traveler intended staying in one place for any length of time, a warm stall for bedding down the horses.

Conrad Milhaupt came as a young man from Manitowoc to work in the carriage business located on the present site of the Milhaupt Auto Company. Within five years he was the owner of the new Milhaupt Carriage Works, which for years made and repaired buggies, wagons, cutters and sleighs. When his son,

Leo, joined the firm, the name of the company became C. Milhaupt and Son.

With the coming of the "horseless carriage" the business gradually swung over to the automobile and the truck until all wagon work disappeared with the colorful past. Auto springs and spring repairing has been a major part of the business for the past 35 years. Changing with the life of the community, the name of the firm became the Milhaupt Spring and Auto Company about the time the present owner and President of the firm, Edgar A. Milhaupt, joined the company 30 years ago.

By 1925 the old days were gone completely. Hydraulic brake repairing and re-lining became a specialty of the business. In 1936 truck sales and service were added to the company's business and continued until the war terminated truck production. In 1943 the franchise for Packard sales and service was acquired by the company and the name of the firm was shortened at this time to the present Milhaupt Auto Co., Inc.

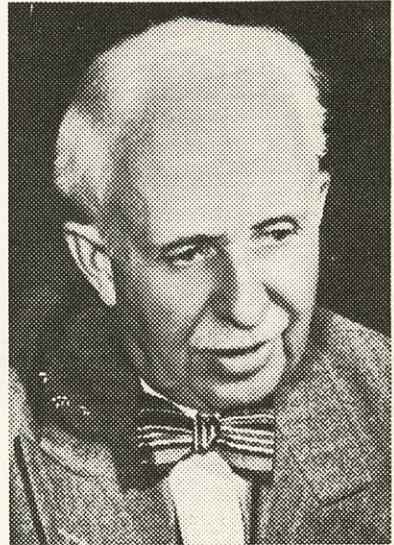
From carriage trade to Packard automobile sales and service in a span of about 60 years has been the record of this company which has kept abreast of the times through all the years of change. The one constant quality that has not changed is its workmanship and service. Today, modern customers get the same fine care and pride of work on their cars and trucks that Conrad Milhaupt gave his carriage trade 60 years ago.

MILHAUPT AUTO CO.

312-316 N. Appleton St.

Appleton, Wisconsin

*To the
Courageous Pioneers Who
Carved Our Community
Out of the Wilderness ...*



J. C. PENNEY

IT is fitting, as we celebrate the Centennial of the state of Wisconsin, that we pay tribute to those hardy settlers who recognized the great possibilities of the Fox River Valley. To them we owe our gratitude for the attractive, thriving community in which we live.

While not a century old, the J. C. Penney Company is a pioneer institution, now nation-wide. Its founder, Mr. J. C. Penney, opened his first store in 1902 at Kemmerer, Wyoming.

In 1922, an enthusiastic representative heard about Appleton, and brought about the establishment of one of the popular Penney department stores here. Its first location was on the ground floor of the new Aid Association for Lutherans building at College Ave. and Superior St. Mr. J. R. Whitman, the present manager, came here from Watertown, Wis., where he was managing another Penney store.

However, you good people of this community liked us so well that we outgrew our quarters within six years. Consequently, a building at 208 West College Ave. (our present location) was purchased from Jack Mc Cann. A modern new store was erected, and was opened to the public March 20, 1929.

We are proud to be in Wisconsin and Appleton, and to serve so many wonderful friends.

J. C. PENNEY COMPANY

Meats

Sausage

The Petersen 82 Rehbein Co.

1866 Years 1948

The Petersen Rehbein Co. was founded by Fred Petersen, Sr. in its present location, 106 W. College Avenue, in 1866. In 1881 Fred Petersen, Jr., took over the active management of the business. However, he was more interested in the buying and shipping of live stock than in the retail business. Three to eight carloads of cattle and hogs were shipped weekly from the Appleton and Greenville yards to the Milwaukee or Chicago market.

Albert Rehbein started to work for Fred Petersen, Jr., July 1, 1892, at the age of 16, and was taken into partnership in April 1901.

Elmer C. Rehbein started to work for the company after school and during the summer and assumed the duties of bookkeeper while in the eighth grade and while attending Appleton High School. He did not work for the company while attending Lawrence College. In July 1929 he again was employed by the company and took over the active management of the business July 16, 1938.

The market at 104 E. McKinley Street was purchased in 1900 and is still in operation. Another market was opened at 516 W. College Avenue in about 1910 and was operated until 1920 when the market at 122 S. Walnut Street was purchased.

The Petersen Rehbein Co. was incorporated June 28, 1921 with Albert Rehbein as president, which position he still holds, although he has been inactive since March 1947 after being in the business for 55 years. Fred Petersen, Jr. was Secretary Treasurer and acted in that capacity until July 16, 1938.

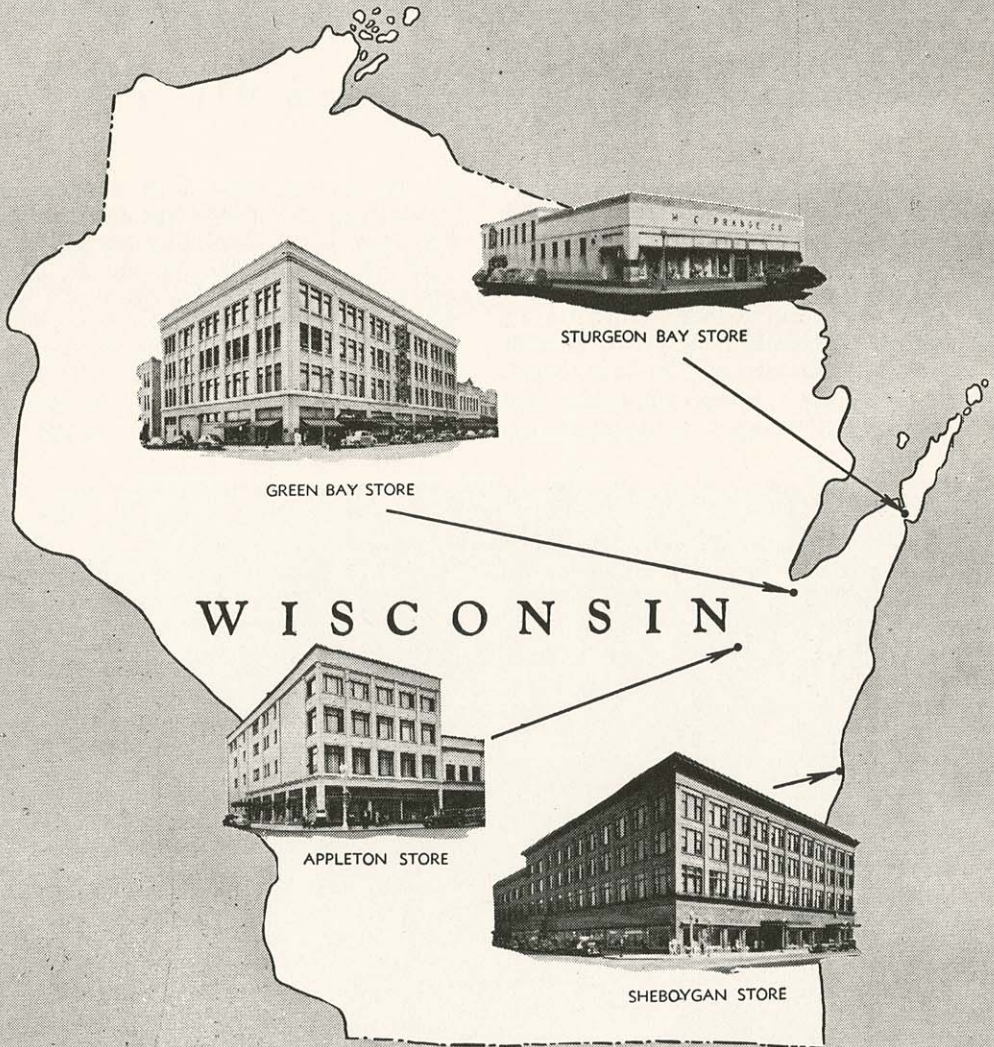
When Albert Rehbein started to work for Fred Petersen, Jr. the store hours were from 6:00 A.M. to 6:30 P.M. every day except Saturday when the markets were open until 11:00 P.M. The market was also open Sunday morning from 6:00 A.M. until 10:00 A.M. while all other markets remained open until 12:00 o'clock. Besides, the slaughtering was

usually done after closing hours. For the 77 hours a week work he received \$6.00 per month and room and board. When he was taken into partnership he received \$40.00 per month. The minimum wage scale for journeymen meat cutters today is \$57.50 per week of 48 hours.

In the early days cattle were bought from the farmers and dressed locally. There were farmers near Chilton and Hilbert who raised steers, and these would be driven to Appleton. This was always a long, hard days work and required a lot of running. On one occasion Charles Koepke, our cattle buyer, and Elmer Rehbein left the barn at 530 N. Bateman Street at 2 o'clock in the morning with Old Dick hitched to the buggy. They drove to Dundas where they met the farmer with about 20 steers at 7 o'clock in the morning. He had driven these steers for over two hours; we drove them from Dundas to Appleton, watching for open gates and fields without fences. Old Dick was a real cattle driver and would bite on the tail those which lagged behind. We reached the city limits about 6 o'clock and the other men from the market met us and helped drive the steers through Appleton. They were driven across John Street bridge out Lawe street to Wisconsin Avenue and then to the Giebisch slaughter house on North Mason Street. Modern trucking today would have them in the slaughter house in less than two hours instead of the sixteen hours it took then.

Two of the men who helped drive cattle are still with us. John Arts has been with us 32 years and Lawrence Selig has been with us 23 years. Meat was hung on racks in the market in those days where today refrigerated cases display pre-cut meats along with other modern methods.

It has been a pleasure to serve this community all these years and we appreciate the confidence which people place in our products.



**Reliability in Merchandise
for more than Sixty Years**

H. C. Prange Co.

Department stores serving Eastern Wisconsin

Riverside Greenhouses Founded by Cemetery Association in 1877

When the Appleton Cemetery Association began the operation of the Riverside Greenhouses, with Dennis Meidam in charge, it was built in 1877 in the cemetery itself just south of the present G. A. R. lot.

In those days, the woodpile had to be enormous, all cut, stacked and ready, because the greenhouses had flues under each bench inside and they were heated completely with wood. Keeping greenhouse temperatures up

side floral pieces went all the way to Tigerton, Wittenberg, Marion, Clintonville, Shawano, Shiocton, Black Creek and Seymour.

In 1905, J. H. Boelter and L. A. Rogers formed a partnership known as the Riverside Greenhouses, L. A. Rogers Company. Two years later Rogers sold his interest to B. J. Zuehlke. Shortly after this, the lease was purchased from the Cemetery Association and all the land to Pacific and Leminwah streets



through the freezing winters to protect the plants meant hours and hours of work on both woodpile and firing.

Later, two large and two small houses were erected north of the present Riverside Chapel. A coal burner was then installed. Delivery service in those days was by horse and wagon, or by bicycle on short trips, the delivery boy pedalling down the street as he balanced a floral package under each arm. Flowers were sent out of town by way of express and River-

was acquired. A new plant was erected on the present site of the greenhouse.

Mr. Boelter became the sole owner of the business in 1935. On August 1, 1945, after forty years association with the greenhouse, Mr. Boelter sold the business to Paul Mueller and Arthur Radtke, the present owners. The business now comprises eight greenhouses which have 40,000 square feet of glass. During its existence the houses have been enlarged three times.

Riverside Paper Corporation

Organized 56 Years Ago

The Riverside Paper Corporation, Appleton, Wisconsin, came into existence on January 18, 1893, as the Riverside Fiber Company, organized to build and operate a sulphite mill. The original capitalization was \$75,000.00, the incorporators being Lamar Olmstead, Thomas Pearson, W. B. Murphy, H. D. Smith, and J. A. Kimberly, Jr. Spruce pulp wood was used, and the mill was one of the first bleached sulphite mills in the country. As such, it operated for about ten years with a daily capacity of 35 tons of bleached sulphite, all of which was sold to mills in the immediate vicinity.

In 1902 a paper mill was added to the company's holdings, and a plant was constructed west of the present South Oneida Street directly on the government canal. At that time the officers were H. D. Smith, W. B. Murphy, Peter Thom, and William Gilbert. The paper mill for a few years manufactured wrapping paper made from the product of the sulphite mill.

In 1903 the sulphite mill was destroyed by fire but was rebuilt with no increase in capacity.

The name of the company was changed to the Riverside Fiber and Paper Company with the addition of the paper mill, and in 1905 production of bleached sulphite papers was started, the grades being mainly sulphite bond and ledger papers. Later, as the need for new papers developed, mimeograph, post card, index, and duplicating papers were added to the company's lines.

In 1915 the sulphite mill was motorized; the steam engines were removed and power was purchased from the Wisconsin Traction,

Light, Heat and Power Company. Also the old milk of lime system was discontinued and a modern Jensen tower acid system installed.

In 1924 the company erected a new paper mill directly east of sulphite mill fronting on South Lawe Street. Another paper machine was added, increasing the capacity to 70 tons per day of finished paper.

In December 1929, the sulphite mill was shut down and discontinued, but early in 1930 the present converting department was organized with the result that this enabled the company to re-employ practically all of the old employees of the sulphite mill. With the discontinuing of the sulphite mill, the corporate structure of the company was changed, and the present name of Riverside Paper Corporation adopted, with \$1,500,000.00 invested capital.

The converting department specializes on the furnishing of school papers, both ruled and plain, and has a wide distribution in its particular field.

From 1935 on the latest improvements have been added, and the present capacity of the mill is the greatest in its history, the paper produced being watermarked and unwatermarked bond, mimeograph, and ledger, also duplicating and drawing papers, in addition to a full line of converted papers for school use, all distributed on a nationwide basis.

About 230 men and women are employed.

The present officers are: C. B. Clark, President; E. C. Hilfert, Vice-President and General Manager; E. J. Dempsey, Secretary; E. F. Davis, Treasurer; F. R. Watson, Ass't. Secretary and Treasurer.



SCHLAFER'S

THE STATE'S LARGEST RETAIL HARDWARE HAS GROWN UP WITH WISCONSIN

Established 1883

Back in 1883 frizzles and long skirts were in vogue and the horse drawn 'bus made the rounds from station to home. It was the year of the wonderful oil lamp which revolutionized home lighting . . . the base burner—the "glory of the sitting room" . . . and the tandem bicycle, noted for its convenience and modern developments.



It was also in 1883, at the age of only 25, that our founder, Mr. O. P. Schlafer, embarked in his own hardware business by purchasing the hardware store owned by Mr. A. A. Babcock. As the business grew and prospered, Mr. William Tesch and Mr. Barrett joined this young, progressive firm which was then conducted under the name of Schlafer, Barrett and Tesch.



In 1896 when Mr. Barrett and Mr. Tesch retired from the firm, the business name was changed to the Schlafer Hardware Company and has so remained. Back in these early days, Schlafer's, with an inventory of only 1900 items, served the community adequately with the very best in Hardware.



What changes have taken place in the last 65 years! It's 1948 . . . the Atomic Age of planes and rockets, streamlined cars and trains, modern, time-saving electrical appliances, modern homes and stores . . . and, just as our environment has changed and modern needs are met by modern methods, so has Schlafer's grown with the times. Yes, today, with an inventory of well over 65,000 items, Schlafer's, now Wisconsin's Largest Retail Hardware, continues to meet the daily hardware needs of a progressive and modern community!

SCHLAFER'S

APPLETON'S OLDEST COMMERCIAL ESTABLISHMENT

The Standard Manufacturing Company

Goes back to the day of real shutters, gingerbread trim and wooden cisterns

AT THE TURN of the century when Standard started out in business, houses had porches with the famed gew-gaws of gingerbread trim that took expert scroll sawn work . . . windows were closed at night with shutters that really shut and locked. Fancy carved newel posts decorated stair cases and stair rails were highly polished hardwoods that were shinningly beautiful as well as a thrill for the young fry to slide down. Ornate pillars or patterned fret work divided the old parlor from the family sitting room . . . beamed ceilings were in style . . . fancy plate rails, massive, built-in buffets and wainscoted walls decorated the large dining rooms.

These were the days of wooden sidewalks, the old Waverly cigar named for the Waverly House and bicycles built for two when every home boasted a sturdy, large, wooden cistern in its backyard.

On Jan. 26, 1901, several Appleton business men met in the College ave. store of L. C. Schmidt, Appleton's leading cigar maker, to organize the Standard Manufacturing Company for the purpose of manufacturing sash, doors, blinds and general woodwork. In February the firm incorporated with its founder, L. C. Schmidt, becoming its first president, which position he held until his death.

The company located on its present site on N. Lawe street and through the early years built up its factory, boiler house, dry kiln and obtained a railroad siding. Soon after the founding of the business the sons of Mr. Schmidt came into the firm, including George H., Robert O., Edward C., Walter and L. J. Schmidt. Robert succeeded his father as president of the firm in 1920.

The company operated a sawmill on the property for many years until about 1925 when it proved unprofitable coupled with the fact that local supplies of native hardwoods were rapidly dwindling. In those days the

sawmill operated principally in the winter to accommodate the large farmer business. Farmers in the county used to bring their winter's cutting of logs into the mill to be custom sawed and often sold to the company as a large and profitable cash crop for the season.

As an outgrowth of the Appleton company, Mr. Schmidt organized two other, separate firms. In 1912 Walter and L. J. Schmidt went to Fond du Lac to manage and operate the Combination Door Company which manufactured combination and screen doors. In 1918 E. C. Schmidt took charge of the Standard Body Company in Appleton which made an early commercial wooden body for trucks. This business dissolved when steel bodies came into the automobile picture.

Robert O. Schmidt was active in the business until his death in 1947. The present officers of the company include George H. Schmidt, President; Robert E. Schmidt, Vice President; Elmer W. Root, Secretary and Manager; Victor P. Schmidt, Treasurer.

The company today operates a retail lumber yard and a retail building supply yard. It is known throughout the state as a custom plant that manufactures architectural woodwork for residences, manufacturing and commercial buildings, churches, schools and institutions.

In its beginning the supply of lumber came from hardwoods on near-by tracts and farms but today its lumber source is far reaching. Redwood and spruce comes from the west coast, gum, cypress and poplar from the South and many of the hardwoods such as birch, maple and oak are obtained from northern Wisconsin and upper Michigan.

Trends in building have changed since those early days . . . plywood has come into its own . . . wide casings and heavy moulding have given way to simpler, more functional design . . . ornate woodwork definitely belongs to yesterday.

Indian Moccasins were stylish here when shoemaking came to America

The first shoemaking in America began in 1629 when Thomas Baird arrived on the second voyage of the Mayflower to make shoes for the colonies by contract with the Massachusetts Bay Company. Shoemakers in this Colonial day were at first itinerant cobblers. Loaded with his packs slung across his shoulders, the cobbler came as a welcome visitor to a family to make shoes for all its members and exchange news and gossip. As settlements grew the shoemakers settled down in small shops with apprentice helpers. The first shoe shop to operate successfully on a factory system in 1750 led to the rise of the "Ten Foot" shops, named for their size.

During these years what is Outagamie County was a forest wilderness, inhabited by Indians who wore skin moccasins, a version of the earliest primitive type of footwear. Even the white man who came in the 17th century to this new world adopted the footwear of the Indian country. Their "civilized" boots belonged to a world left behind them.

The pioneer family wore sturdy shoes of leather, often made by the father of the household. For him a trip to the nearest settlement meant a long journey, often on foot, through wild forests and over Indian trails. After the day's work was done on the farm clearing the settler spent many an evening making shoes for his large family while his wife knit their clothing. Wooden shoes came to the county when the Hollanders arrived in 1848 with Father Vanden Broek. Even today they are worn and made in Little Chute. Every year the villagers, young and old, don their wooden shoes and dance the Flying Dutchman during the festival of the Kermis.

Several tanneries were leading industries in early Appleton, situated near the water power. There is a record of the Appleton Boot and Shoe Company organized in 1881. Appleton's Frank Weyenberg, one of the first important

manufacturers of complete shoes in all Wisconsin, opened his first shoe business in Chippewa Falls at the turn of the century. These "Chippewa" boots were hand sewed and used wooden pegs instead of nails. By that time supplies came into the area by steamboat and rail in the heyday of the shoe with the toothpick toe. The high shoe was popular for many years dating from Civil War days up through the first World War. They went from brass tips to bull-dog toe, and with the exception of the Wellington boot, all buttoned or laced.

Jack Stewart remembers well the button-hook days, for he started out in the shoe business in 1915 in Cleveland, Ohio. Shoes were really high and shoe clerks faced the occupational hazard of calloused and sore hands after a long day's work trying shoes on long-skirted matrons. High shoes were in style until the twenties when women got the vote, took to tailored clothes and spats and invaded business. High heels, fancy beading, rhinestones and cut steel buckles were the fashion then.

Jack Stewart came to Appleton in 1939 when the new bold style of open toes and heels hit women's shoes. After eight years with the shoe department at the Pettibone-Peabody store, he opened his own shop in the Zuelke Building in 1947. This modern, air-conditioned shop with its attractive colors blending with the walls of bleached mahogany and white oak is a far cry from the old ten-foot shops of yesterday.

Yet, today the clock is turning back in shoe styles. Women's shoes are going back to old styles, closed heels and toes, the kidney heel and the high, curved French heel of 20 years ago. Spats are coming back and that high back buskin look goes way back to the middle ages for its origin.

JACK STEWART SHOE STORE

Zuelke Building . . . Appleton, Wisconsin

THILMANY CELEBRATES ITS 65th BIRTHDAY THIS YEAR!

IN 1883 Oscar Thilmany organized the Thilmany Pulp and Paper Mills at Kaukauna for the manufacture of butter plates from ground wood pulp. From that humble beginning emerged the present Thilmany enterprise which was destined to inaugurate many important papermaking developments and continue as an important leader in the specialty paper field.

In October of 1889 the first paper at Thilmany was being produced on a machine built earlier that year. By 1897 this capacity had been increased to four machines—three of these units being "Yankee" Fourdriniers of a type originated in Germany and built by Mr. Thilmany from modified German plans.

In 1897 C. W. Stribley was employed as manager and his association with Thilmany continued until his death in 1941. In 1901 Mr. Thilmany sold his interests to the present owners but continued as its president for a short time. He was succeeded by M. A. Wertheimer and Mr. Stribley was named treasurer and director.

Mr. Wertheimer was a man of outstanding business ability and possessed a keen imagination—a rare combination which reflected itself in the growth and development of the business under his guidance. He is credited with pioneering light weight, strong, machine glazed papers as substitutes for the heavier, coarser grades. In collaboration with his superintendent, O. M. Farwell, and Stribley, the idea for machine marking rolls was conceived. Thus, Thilmany became the first mill to produce wrapping papers with surface designs impressed on paper in the drier train. Wertheimer's association with Thilmany continued for nearly forty years, until his death in 1939.

Another individual who contributed greatly to Thilmany's progress was J. E. Thomas who joined the organization in 1905. He served as Vice-President until his death in 1919.

The forerunner of the present sulphate pulp mill was constructed in 1911 with a capacity of 30 tons of kraft pulp per day. Expansion has increased its production to the present capacity exceeding 140 tons daily. One of the first plants to bleach kraft was also installed

and provided, in part, facilities which permitted wide experimentation and development of papers having unusual strength, pliability, and moisture resistance among their many characteristics. Amber waxed carton liners, which revolutionized the cracker and food packaging industry, originated in the Thilmany Mills during this period of development.

The purchase of the Wisconsin Tissue Paper Company at Appleton in 1916 increased to seven the number of paper machines in operation, but in 1930 all manufacturing was consolidated at Kaukauna.

In 1931 the Waukegan Bag Factory was purchased and moved to Kaukauna. Today's bag mill operation at Thilmany consists of 44 machines devoted to the manufacture of millinery, notion, and specialty bags of top quality.

In 1945 the property formerly occupied by the Union Bag and Paper Corporation was acquired. This transaction provided an additional 80,000 square feet of space for manufacturing, converting, and materials handling.

A pioneer in the production of asphalt laminated papers, Thilmany originated and developed many new uses for these particular grades. A building to house a modern 120-inch machine was erected in 1941 and from it has come a steady flow of unusual asphalt laminated products. Additional converting equipment includes a waxing division and supercalendering department as well as facilities for producing decorated and embossed wrappings.

In 1942 another 120-inch Fourdrinier machine was added and another rebuilt to a modified "Yankee" type. Another machine of the same type is being installed now. With the disposition of older units and the addition of other new machines, Thilmany today has a total complement of seven paper machines in operation.

Thilmany is not content to "rest on the laurels" of its 65 years of progress. Its research staff and skilled personnel, combined with complete production and converting facilities will continue to keep it one of the nation's leaders in the production of paper specialties.

Valley Iron Works Company . . . Pulp and Paper Machinery Builders Took Over Older Firm in 1900

The Valley Iron Works Company, located at Appleton, Wisconsin, is one of the leading pulp and paper mill machinery builders of that industry. This company was incorporated March 26, 1900, by E. A. Peterson, A. L. Smith, W. A. Fannon, G. S. Hobart and George M. Brill to succeed the Valley Iron Works Manufacturing Company, an organization that had been engaged in the manufacturing of pulp and paper mill machinery, general milling machinery, waterwheels and other products. The new corporation enlarged and improved the line of pulp and paper mill machinery and discontinued the manufacture of general milling machinery and waterwheels.

With the passing of time changes naturally occurred in the ownership and in the official personnel. In 1903 George M. Brill and G. S. Hobart disposed of their holdings and in January, 1905, the estate of A. L. Smith sold the last of their interests in the company to E. A. Peterson, W. H. Burns, W. A. Fannon, E. A. Morse and A. I. Peterson. The interests of the company remained in these hands until June 2, 1920, at which time the stock of W. A. Fannon, E. A. Morse and A. I. Peterson was sold to a group of new stockholders.

During the early years of the corporation W. A. Fannon was the president but in 1921 Emil August Peterson, who for many years had been treasurer and general manager of the company, was chosen president, which office he held until the time of his death, September 13, 1936.

William H. Burns was long associated with the business in various capacities. He was born in Oakfield, Wisconsin, May 30, 1873, and died in Appleton, January 11, 1939. In 1901 he entered the employ of the Valley Iron Works Company in the capacity of bookkeeper and in 1906 was elected to the office of secretary, in which relation he continued until his death.

The present officers of the corporation are as follows: Raymond A. Peterson, President and General Manager; Ernst Mahler, Vice President; William K. Kolb, Vice President and Works Manager; W. A. Homes, Secretary and Treasurer. The board of directors include John R. Kimberly, John S. Sensenbrenner and the above officers.

VALLEY IRON WORKS COMPANY

APPLETON, WISCONSIN



For 86 Years the Favorite

AGE and tradition, two elements that are important to our product, likewise apply to the Geo. Walter Brewing Co. itself. Within 14 years after Wisconsin became a state in 1848, this industry was born.

Its history dates back to August 11, 1862, when George Muench started the first brewery in our present location at S. Walnut and W. Lawrence Streets.

Up to 1885, there were frequent changes of ownership. George Mayer purchased the business in 1868, and sold it to Michael Fries in 1870. Mr. Fries died in 1876, and ownership passed to his children, Frank Fries, Mrs. Susan Kohl and Mrs. Elizabeth Kohl. They sold a half interest to Werner Winz in 1877.

Shortly thereafter, George Walter came into the picture and gave the company the name it has had ever since. He bought the Winz interests in 1880 and the Fries interests in 1885, thus becoming the sole owner.

Heirs of Mr. Walter carried on the business after his death in 1899, and sold out in 1903 to a new corporation formed by well-known Appleton citizens. John Berg became president, Martin Walter, vice-president, and H. A. Schmitz, secretary-treasurer. Others listed among those early stockholders were Joseph and Matthias Rossmessl, Christ and John Walter, Humphrey

Pierce, John Loos, F. Santo, P. Van Roy, and Fred Dorrow.

At the present time there are 70 stockholders, the majority living in this community. The brewery employs fifty people with an annual pay roll of \$175,000.00.

Presidents, who have since served the corporation are: Martin Walter, 1906-1911; Joseph Stier, 1911-1913; Christ Walter, 1913-1914; Michael Alberty, 1914-1925; and Nic Dohr, 1925-1945.

After Mr. Dohr's death in 1945, the present officers took over the direction of the business: namely, Frank Fries, president, George J. Walter, vice-president, and Leo J. Toonen, secretary-treasurer. Mr. Toonen is also the general manager.

Erection of a new bottling house in 1938 was the most recent of many expansion and modernizing projects that kept the company in pace with progress.

The present capacity is 50,000 barrels. The entire output is sold within a fifty mile radius.

However, throughout the years, there has remained the tradition of its early brewing methods. That is why the name ADLER BRAU, adopted by the corporation 45 years ago, remains today the symbol of the finest and most popular beer to be had.

GEO. WALTER BREWING CO.

APPLETON, WISCONSIN



Nice Growing, Wisconsin!

YOU have reached the century mark of glorious tradition and achievement. And as in the past . . . you will face the future, youthful in spirit . . . capable and confident to guide our beloved state through many tomorrows.

Wichmann's celebrate their 50th anniversary this year, but we haven't time to recite history . . . or grow old comfortably complacent. Today is too full of activity . . . tomorrow too full of promise . . . to indulge in the leisure of reminiscence or rest upon the glories of the past.

Wichmann's are justly proud of their 50 years of accomplishment . . . not boastfully proud, but deeply conscious of the faith and trust that our customers have placed in us.

*Full Speed Ahead, Wisconsin!
We're Keeping Pace With You.*

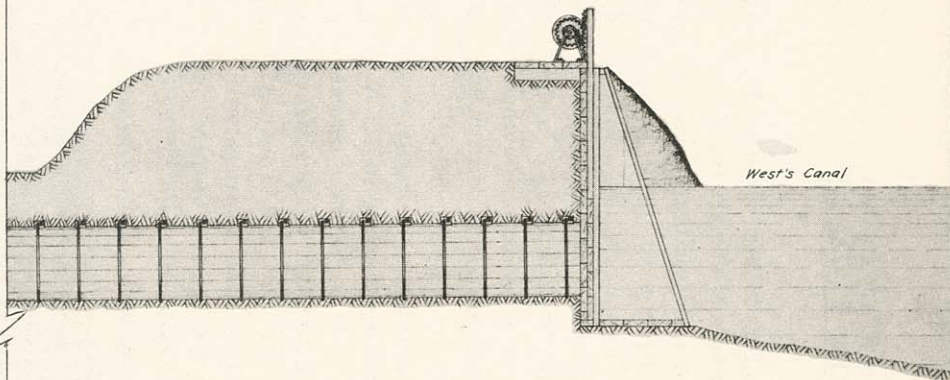
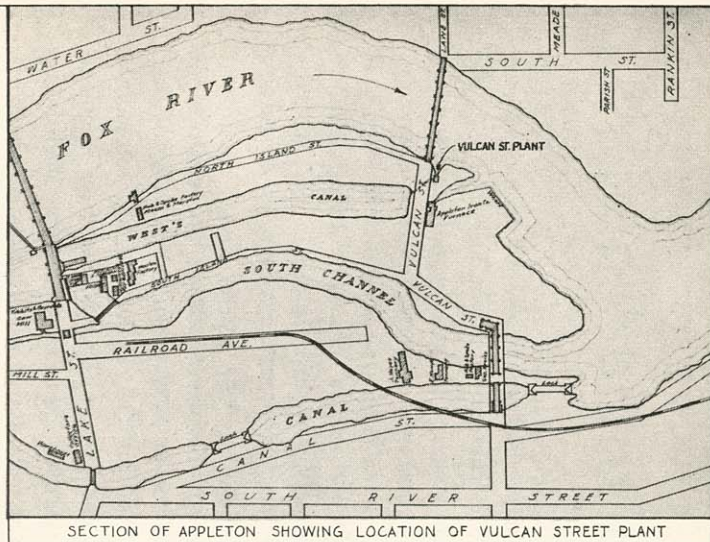
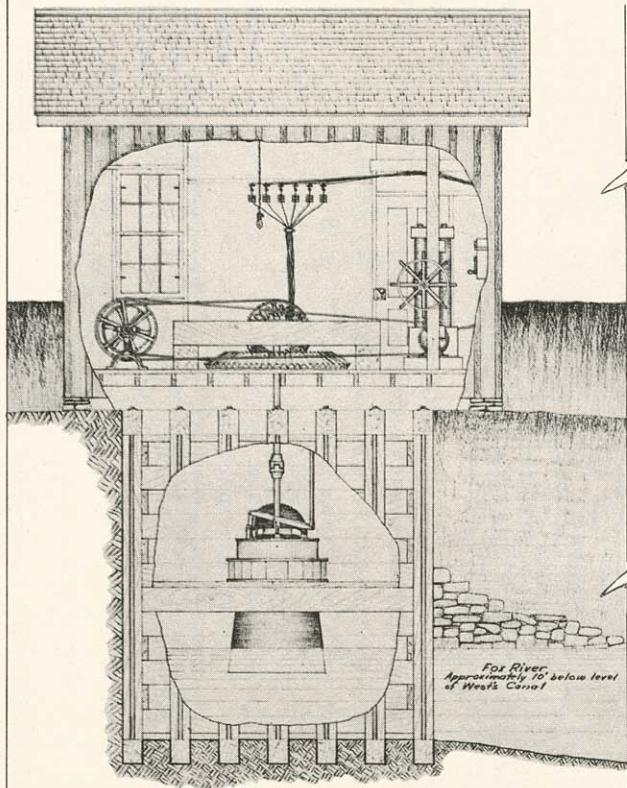
Wichmann Furniture Co.

A Wisconsin Institution for 50 Years



CROSS SECTIONAL DIAGRAM AND LOCATION MAP OF THE WORLD'S FIRST HYDRO ELECTRIC CENTRAL STATION

STARTED SEPTEMBER 30, 1882
APPLETON, WISCONSIN



WISCONSIN MICHIGAN POWER COMPANY

SEPTEMBER 30, 1932

NOTE
 Drawn by J.H. Dunham from information
 obtained from Mr. Ed. O'Keefe, the builder
 of the original Vulcan Street Plant, from
 Mr. Wm. D. Kurz, the operator of the original
 plant, and from various old photographs.
 Attest: *J.H. Dunham*
 Date: 8-25-'32

ZWICKER'S . . .

In 1905 Robert Emil Zwicker came to Appleton as head knitter at the old Crescent Knitting Company, located on the present site of the police and fire departments. Prior to this time he had been engaged in the knitting trade in Saxony, Germany and in America.

He started his own business in 1908 in the old watch factory on W. Wisconsin avenue, where his young sons learned to knit at an early age.

In 1910 the Saxony Knitting Works was formed, with the business moving to 122 N. Richmond street. Robert E. Zwicker became the President; Arthur Zwicker, Vice President; Otto H. Schultz, Secretary and Treasurer. Gloves, shawls, tocques and sweaters were manufactured there. The business dissolved in 1914 when the elder Zwicker moved to Eagle River where he continued in the knitting trade until his death.

Walter Zwicker, purchasing some of the machinery of the Saxony firm, began his own business in the N. Richmond street building. In 1916 Dewey Zwicker joined him and the business continued as a single proprietorship until 1919, when Arthur Zwicker joined the firm. On incorporation the name of the firm became the Zwicker Knitting Mills with Walter Zwicker, President; Arthur Zwicker, Vice President; and Dewey Zwicker, Secretary.

A few months after incorporation the business moved to the corner of N. Richmond and W. Packard streets, a location still occupied. The "new" building was formerly a saloon

and dance hall and for several years the owner lived in the rear of the building. In 1923 the corporation purchased the building and the entire area was converted to manufacturing. Knit hosiery, gloves and mittens were produced during this period but the manufacture of hosiery was discontinued in 1932 in favor of a program of concentration on a specialty line of gloves and mittens.

Dewey Zwicker assumed the position of President in 1929 when his brother Walter met his untimely death in an automobile accident. Robert Ebben became Vice President and Arthur Zwicker, Secretary. The latter retired from active participation in the business in 1937.

In 1933, at the height of the depression, a building was constructed facing N. Richmond street to take care of the expansion of business. Only four years later further construction was necessary to double the manufacturing area. Business continued to grow in volume year after year until the Zwicker Knitting Mills held its position of leader in its field prior to the war.

During the war years the business produced a large share of the glove requirements of the armed forces. In 1945 a building was purchased in Waupaca to increase production further. Two sons of Walter Zwicker joined the business, Robert Zwicker in 1945 and John H. Zwicker in 1946. David Zwicker, son of Dewey Zwicker, joined in 1948.

ZWICKER KNITTING MILLS

APPLETON, WISCONSIN

When Steam Heating Was New

HHEATING of homes and buildings with steam was pretty much a pioneering effort when Mr. W. S. Patterson established our business in Appleton in 1888. He rapidly built up his reputation as an expert contractor, and as a result was making installations from Ohio to the Pacific coast. Mr. Patterson also had the distinction of installing the first hot water heating system used in a business building—the First National Bank of Wausau, Wisconsin.

When Mr. Conrad Verbrick, Sr., and Mr. H. C. Getschow became partners in the firm in 1892 and 1893, respectively, the company expanded to become plumbing contractors also. Incorporation took place in 1902, with Mr. Patterson as president, Mr. Verbrick as vice-president, and Mr. Getschow, secretary-treasurer. The death of Mr. Patterson in 1918 brought about a reorganization by which Mr. Getschow became president, Mr. Harry A. Recker, vice-president, and Mr. Verbrick, secretary-treasurer.

About ten years ago, the company discontinued its contracting business, and since then has operated exclusively as wholesalers and distributors of plumbing, heating and mill supplies.

Present officers of the corporation are: Mr. H. C. Getschow, president; Mr. Conrad Verbrick, Jr., vice-president; Mr. A. P. Faas, secretary, and Mr. Harry A. Recker, treasurer.

W. S. PATTERSON COMPANY

213 E. College Avenue

Appleton, Wis.

FUR Trading was the earliest industry in the county . . .

EVER since Cartier discovered the St. Lawrence river in 1534, a profitable fur trade began to grow between the French and the Indians. This trade flourished into a far-flung, romantic industry that dominated the life of the new country for two centuries.

Mackinac Island became an important trading settlement . . . the Fox River an important highway to the west. With or without a license the traders went out from Canada by the hundreds each year to live among the Indians, trapping and hunting . . . trading beads, trinkets, knives, dyed cloth and the coveted firearms and brandy for precious peltries, especially the beaver.

Two adventurers, Radisson and Groseilliers, were the first known traders to travel up the Fox River in 1656. . . . Perrot, the real organizer of the trade, followed in 1684. The names of French and French-Indian traders who came this way fill the early church records at Mackinac. The county's first settlers were fur traders. Dominique Ducharme in 1790, Augustin Grignon in 1813 at the present Kaukauna and Hippolyte Grignon, Appleton's first settler, 1835.



Established over 18 years ago, Kriek's have earned a state-wide reputation for fine quality furs. Above is a view of their spacious Fur Salon, one of the most beautiful in Wisconsin.

220 E. College Ave.

Kriek Furs, INC.

Appleton, Wisconsin

A Hotel Since 1864

It was the frame Outagamie House back in Civil War days . . . then the American House . . . in 1886 it became a part of the famous Sherman House . . . in 1913 the Conway Hotel.

George Pierre, the present manager, learned the hotel business under the late John Conway when he started his early hotel training in 1929. Except for three years, Mr. Pierre has been with the hotel since that time. The Conway Management Company bought the business from the Conway estate in 1937.

Today this company operates both the hotel and the more recently acquired Conway Hotel Annex, the latter known for many years as the Northern Hotel under John Brill. The present management looks back with pride on the hotel days that belong to the past but holds to its tradition of modern service geared to the needs of hotel patrons of today.

CONWAY HOTEL

Appleton, Wisconsin

BUCHERT INC.

Established

in

1894

MOVING - STORAGE - PACKING
SHIPPING

123 S. Victoria St.

Appleton, Wis.

KILLOREN'S came to America in
1848 . . . 100 years ago . . . to Wis-
consin in 1859 . . . to Appleton in
1902 . . . we hope to be here in 2048!

KILLOREN ELECTRIC CO.

APPLETON, WISCONSIN

The Memorial Park is American . . .

An Idea of Democracy and Beauty

Within the past decades a strong and altogether desirable movement has developed in favor of providing a resting place for the dead that shall be forever free from the gloom and desolation of the old time graveyard—a place where all graves are marked in democratic simplicity with a tablet of imperishable bronze instead of the expensive monuments whose ghostly forms crowd the older cemeteries of today.

In 1933 a group of public spirited business men organized Highland Memorial Park. These founders pledged themselves to build a beautiful Burial Park into "A Living Shrine of Perpetual Beauty, Dedicated to Sacred Memories." These men introduced to the community the modern garden plan of cemetery design, expertly landscaped so that visitors gain a sense of beauty instead of renewed grief.

Today, the dignified stone entrance opens into a spacious park of 85 acres with a wide boulevard sweeping around the lovely, illuminated Memorial Fountain. Behind this circular pool rises the Singing Tower, a replica of the famous Bok Tower in Florida. The winding drives and paths lead further back to the uniquely stone-carved Lord's Supper Memorial with its Cumberland Mountain stone walls blending peacefully into the natural landscape of the only Park Memorial burial ground in the county.

HIGHLAND MEMORIAL PARK

The Cemetery Beautiful

Scoldy Locks GLAMOUR GUARDS

NEVER LET YOUR HAIR DOWN

THESE are the milestones in the history of the Scolding Locks Corporation which grew in 29 years from a small hairpin factory to an established firm in the community providing a buying power of more than \$300,000 a year. This is the company that today supplies Bob Pins, Hairpins and the new GLAMOUR GUARDS, those essential tools of the beauty kit, to women in the four corners of the globe on all the continents in the world.

On October 13, 1919, Herman and F. E. Saecker organized the Scolding Locks Hairpin Company, opening their business at 130 E. College Avenue, later moving to the old McCann building. Herman G. Saecker, Albert Weisenborn, Frank J. Harwood, Homer P. Smith,

Francis B. Bradford and Dr. V. F. Marshall comprised the first board of directors.

In 1922 the firm moved to its present, modern factory location at 1520 West Rogers Avenue. The present Scolding Locks Corporation was organized in May 1929, and in 1938 the present officers purchased all outstanding stock and became sole owners of the corporation. The officers comprise the following:—Corwin Van Housen, President and General Manager; Herman F. Heckert, Vice President and Treasurer; and A. B. Weisgerber, Secretary and Superintendent.

During World War II the company turned to the manufacture of parts for war machines and 26 of its young men and women joined the armed services.

Steady progress has followed under the present management with building additions made in 1936, 1940 and 1945. The company presently employs about 125 workers.

SCOLDING LOCKS CORPORATION • APPLETON, WISCONSIN

Pioneer Matt Schmidt

Founder of Appleton's oldest and established clothier firm known as Matt Schmidt and Son, was born in the Rhine country of Germany, at Hatzenport in 1853.

He came to Appleton from Hollandtown in 1868. He worked 18 years for H. A. Phinney and 12 years for Joseph Spitz before he established his own business on College Avenue with his son, September 1, 1898. He remained active in both business and civic affairs until his death in September, 1930.

In September, 1941, the company moved to its present modern location at 123 W. College Avenue. George A. Schmidt, son of Matt, is the president and treasurer of the firm. Alex F. Sauter, who joined the firm in 1908, is the vice president and Mrs. Mary C. Heine-mann, who has been with the firm since 1923, is the present secretary.

MATT SCHMIDT & SON

123 W. College Ave. Appleton, Wis.

Our Golden Anniversary

The Tuttle Press Company was founded in Elgin, Ill., in 1898, so this year is our Golden Anniversary. A. F. Tuttle is the founder of our company. In 1901 the firm moved to Appleton where it was housed for a few years in the plant of the old Wisconsin Tissue Mills. The mills made the plain tissue and our company printed it.

In 1906 Mr. Tuttle built a plant at Union and Hancock Streets where we now operate. At the present time the company occupies a square block and has additional property for expansion.

The present officers are: Roy H. Purdy, President, Treasurer and General Manager; W. E. Buchanan, Vice President; L. R. Watson, Secretary and Vice President in charge of Sales; H. D. Purdy, Assistant Secretary and Vice President in charge of Production; Robert H. Purdy, Assistant Treasurer.

The TUTTLE PRESS CO.

Appleton, Wisconsin

WE SALUTE THE PIONEERS WHO SETTLED THE LAND . . . WE SERVE THE MEN WHO FARM THE MODERN WAY

THE Van Zeeland Implement Company was organized as a partnership in February, 1935, by Bernard and Leonard Van Zeeland. It operated first from a 30 x 60 building known as the Peter Mitchell building in Kaukauna. In 1937 a site was purchased from Herman Krueger located about one mile north of Kaukauna on new Highway 41. A 100 x 40 steel building was erected and business began from the new building. An addition and a complete modernization of the building was made in 1945. The present building has 8,500 square feet of floor space.

On June 1, 1947, the Van Zeeland Implement Company was reorganized into a corporation. The present officers are Bernard Van Zeeland, President; Leonard Van Zeeland, Treasurer; Howard Verbeten, Secretary; Raymond Ederer, Vice-President.

With its 40 x 60 repair room, and the large repair parts stock, it has become one of the most valuable servants of the farmers of Outagamie County. The company has always specialized in the sale of J. I. Case farm tractors and machinery.

Van Zeeland Implement Company

Kaukauna, Wisconsin

SPONSORS

Town of Liberty	S. S. Kresge Co.
Town of Greenville	Julius Bubolz
Town of Ellington	E. Liethen Grain Co.
Town of Osborn	E. A. Dettman Co.
Town of Deer Creek	Peotter Towing Service
Town of Seymour	Appleton Pure Milk Co.
Town of Cicero	J. R. Benton, D.D.S.
Town of Kaukauna	Fox River Valley Knitting Co,
Town of Freedom	Jos. J. Plank & Co.
Town of Black Creek	Gillis Motor Service
Town of Hortonia	Carl J. Becher
Town of Grand Chute	Meyer-Seeger Music Co.
Town of VandenBroek	McKee & Jaeckels
City of Kaukauna	D. M. Gallaher, M.D.
City of Seymour	Gustave J. Keller
Village of Black Creek	Clyde E. Chapelle
Village of Bear Creek	E. J. Zeiss, M.D.
Village of Hortonville	E. H. Brooks, M.D.
Village of Shiocton	W. J. Frawley, M.D.
Village of Little Chute	J. B. MacLaren, M.D.
Appleton Marble & Granite Co.	George S. Nolting

R