

CLASSIFIED BUYERS' GUIDE

OF THE CITY OF

APPLETON

WISCONSIN

1925



The Buyers' Guide contains the advertisements and business cards of the most progressive business men and firms in our city, classified according to lines of business. The habit of using these Classified Lists will save the buyer large sums of money. It is the modern and up-to-date method of finding what you want and who sells it.

WRIGHT DIRECTORY CO.

368 MILWAUKEE STREET
MILWAUKEE

ACCOUNTANTS**VALLEY AUDIT COMPANY**

LEWIS C. SLEEPER

General Accounting ServiceAudits—Financial Statements—Investigations
FEDERAL AND STATE INCOME TAX REPORTS

109 S. Appleton St. Phones: 1104 and 1060 Appleton, Wis.

AUTOMOBILE LIVERIES**C. F. Smith Transfer Co.**

PHONE 105

TAXI SERVICE AT ALL HOURS
BAGGAGE TRANSFERFinest Funeral Equipment in the City
Auto Busses—City or Country Trips at Reasonable Rates
CORNER LAWRENCE AND APPLETON STREETS**AUTOMOBILE SPRINGS****Milhaupt Spring & Auto Co.**AUTOMOBILE AND TRUCK SPRINGS
GABRIEL SNUBBERS
PARAFLECTORS—PUR-O-LATOR
ACETYLENE WELDING AND BRAZING

312-316 (698-702) N. Appleton St.

Telephone 442

AUTOMOBILE TIRES**STANTON'S TIRE SERVICE**

OLDEST IN OUTAGAMIE COUNTY

EXPERT AND PROMPT SERVICE

AS GOOD AS THE BEST—BETTER THAN THE REST

Sole Agents for the Celebrated General Tires

We sell all standard makes of Tires and Accessories
Oils and Greases—Free Air

130 (636) N. MORRISON ST.

Phones: Shop 1674, Residence 3221

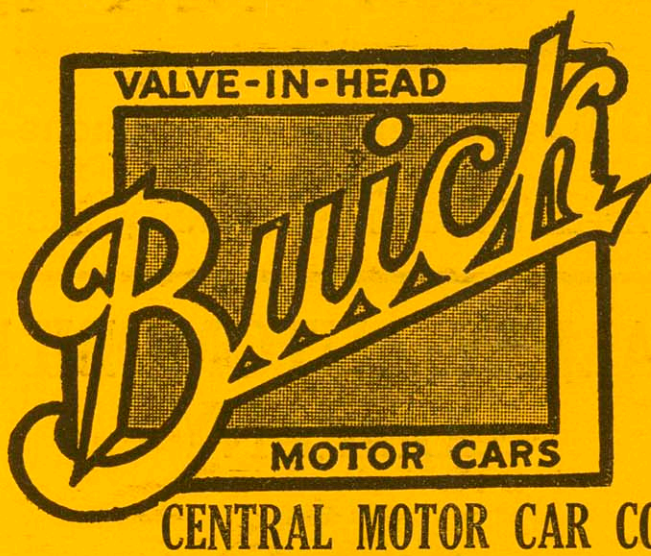
AUTOMOBILE TRIMMINGS

APPLETON AUTO TRIMMING CO.

We are manufacturers of the H. & B. All-Year Glass Curtains and Seat Covers. We also Re-cover Tops. New Curtains, new Upholstering or any trimming or repairing on a car in the trimming line.

PHONE 532

AUTOMOBILES



APPLETON, WIS.

PHONE 376

MR. BUSINESS MAN!

DON'T USE AN OLD DIRECTORY

This Directory is issued ANNUALLY. No other medium in the world gives the information contained herein, therefore it is CONSULTED DAILY FOR TWELVE MONTHS until a new edition is issued.

What better medium to gain
publicity for your advertisement?

AUTOMOBILES**GIBSON TIRE CO.**

G. J. SCHWAB, Mgr.



211-213 West College Ave. Phone 3192

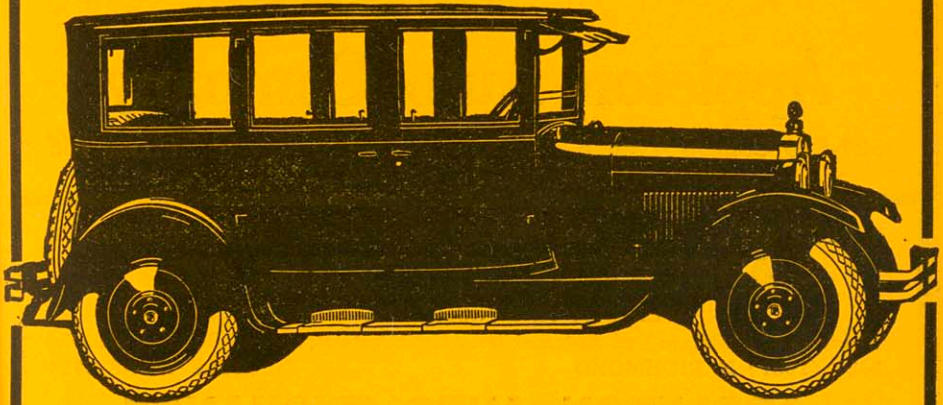
BRANCHES

APPLETON—OSHKOSH—FOND DU LAC

**VALLEY AUTOMOBILE
COMPANY****SALES AND SERVICE**

224-226 E. COLLEGE AVE.

PHONE 241

AUTOMOBILES**WOLTER IMPLEMENT & AUTO CO.**

**DODGE BROTHERS MOTOR VEHICLES
GRAHAM BROS. TRUCKS**

PHONE 1543

118-124 N. APPLETON ST.

Appleton Engine Works

**Auto, Tractor and Engine Repairing
Genuine Ford Parts and Accessories**

615 W. COLLEGE AVE.

PHONE 1450

AUG. BRANDT COMPANY

872-874 College Ave. Phone 1747

AUTHORIZED

Ford

DEALER

**Ford Cars and Trucks, Fordson Tractors, Power Farming Implements,
Genuine Ford Parts, Tires, Accessories and Expert Repairing**

AUTOMOBILES AND SUPPLIES

**REO SPEED WAGONS
REO PASSENGER CARS**

Appleton Auto Company

527-529 College Avenue

Phone 198

N. REITZNER

WE WRECK 'EM

C. HICKINBOTHAM

APPLETON WRECKING CO.

OPEN DAY AND NIGHT AND SUNDAYS

Wreckers of Buildings and Automobiles. Used Auto Parts and Building Material
1420 (1057) N. RICHMOND TELEPHONE 3834

APPLETON AUTO EXCHANGE

OPEN DAY AND NIGHT AND SUNDAYS

Cars Bought, Sold and Exchanged. New and Used Cars, Tires and Accessories
316-318 (892) W. COLLEGE AVE. TELEPHONE 938

F. BRITTNACHER

J. SCHUH

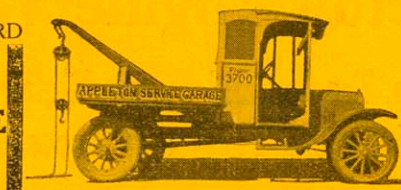
L. MAAS

APPLETON SERVICE GARAGE

AUTHORIZED FORD

SERVICE STATION

PHONE



3700

GENUINE FORD PARTS AND ACCESSORIES

607 N. SUPERIOR ST.

APPLETON, WIS.

Stearns-Knight Dealers**AUTO MAINTENANCE COMPANY**

REAR 319 (893) W. WASHINGTON

TELEPHONE 13-W

RAYBESTOS BRAKE SERVICE STATION

Brakes Relined by Machinery. Guaranteed for one year

FLAT-RATE SYSTEM

Entrance back of Ford Building, Superior Street

BANKS

R. S. POWELL, Pres.

L. O. WISSMANN, Cashier

F. J. SENSENBRENNER, V.-Pres.

A. O. HECHT, Asst. Cashier

C. S. DICKINSON, V.-Pres.

WM. A. STRASSBURGER, Asst. Cashr.

R. W. EBBEN, Asst. Cashier

We Will Appreciate

**Your Business, Be it Large or Small
All Will Receive Equal Attention**

**FIRST
NATIONAL
BANK**

APPLETON, WISCONSIN

"Time Tried, Tested and Found Solid"

"The Big Bank Offering a Courteous Service"

BANKS

Our Bond Department
Will Be Pleased to Help You
Select the Best Investments

CITIZENS NATIONAL BANK

APPLETON, WISCONSIN

THE BANK THAT ACCOMMODATES

C. S. DICKINSON, President
R. S. POWELL, Vice-President

GEORGE BARRY, Assistant Secretary

L. O. WISSMANN, Treasurer
E. E. SAGER, Secretary

FIRST TRUST CO.

APPLETON, WISCONSIN

Capital and Surplus, \$200,000.00

Authorized to act as Trustee, Executor, Administrator, Guardian and Receiver

The Bankers Encyclopedia

(PUBLISHED SEMI-ANNUALLY)

A full and complete list of Banks, Bankers, Trust Companies and Savings Banks in the U. S. and Canada, showing year established, and population of city or town where located. Gives more necessary data regarding Banks than any other Directory published.

A Synopsis of the Banking Laws of each State and Territory, along with Maps of each State and the principal Reserve Cities.

THE BANKERS ENCYCLOPEDIA CO., PUBLISHERS

BICYCLES**WM. A. GROTH SONS**

305 W. COLLEGE AVENUE

**Bicycles and Bicycle
Accessories****Guns and
Ammunition**Quality Fishing Tackle
Excelsior and Columbia Bicycles
Victor Springfield Auto Tires**REPAIRING A SPECIALTY****TELEPHONE 772****ALL KINDS SPORTING GOODS****The City Directory**

is the most effective and most economical method of reaching all the people all the time. Those who buy without looking at the list of those who sell do themselves great injustice. The classified lists in the Business Directory form the best Buyers' Guide on earth. A modern, up-to-date method of getting what you want.

BOILERS

Northern Boiler and Structural Iron Works

**High and Low Pressure Steam Boilers of
Every Type**

**Hot Water Boilers for Heating Plants
Structural Steel Work in Buildings.**

**Self-Supporting Steel Chimneys
Smoke Connections
Smoke Stacks**

**Steel Tanks for All Purposes and Steel Plate Work of All Kinds
First-Class Repair Work a Specialty**

Appleton

-

-

Wisconsin

BOTTLERS OF CARBONATED BEVERAGES**W. HAMM & SON**

BOTTLERS OF
CARBONATED BEVERAGES

GINGER ALE A SPECIALTY

Phone 260

622 N. Division St., Corner Atlantic

HENRY J. KOESTER & SON

MANUFACTURERS OF
GINGER ALE and ALL KINDS OF SOFT DRINKS

Cherry Blossoms

Orange Squeeze

203 (707) E. McKINLEY ST.

PHONE 1289

E. McKINLEY

JOBBER OF BLUE RIBBON MALT SYRUP

BUILDERS

My Best Advertising Has Never
Been Printed. It Comes from
Satisfied Customers, Who Will
Gladly Direct You to Where
Your Interests Will Be Best
Served

HENRY BOLDT

CONTRACTOR & BUILDER

1130 W. Eighth Street
Appleton, Wisconsin

FOR SUGGESTIONS ON BUILDING
Telephone 1243

My Advice Will Add to Your Comforts

BUILDERS

Martin Boldt & Sons

Builders and Manufacturers

OSCAR J. BOLDT, Prop.

Estimates cheerfully furnished on all
kinds of Building Construction

FREE PLAN SERVICE

We Operate a Completely Equipped Electrical Planing Mill
and Cabinet Shop

217 S. Badger Avenue

Appleton, Wisconsin

Appleton Ornamental Iron & Brass Works

ADOLF WEISE, Proprietor

Ornamental Iron and Brass of Any Design and Description for
Buildings, Banks and Offices
Alterations and Repairing

1704 EAST JOHN ST.

PHONE 3386-W

ALOIS W. BECHER

GENERAL CONTRACTOR

Building, Painting and Repairing
All Work Appreciated—Big or Small, City or Country

812 W. WASHINGTON ST.

PHONE 3666-M

BUILDERS**HERMAN R. BESKE****General Contractor and Builder**Estimates Furnished for New Buildings Complete
or Buildings to be Made Over

TERMS REASONABLE. WORKMANSHIP THE BEST

326 W. COMMERCIAL ST.

TELEPHONE 518

SCREENS

STORM SASH

CABINET WORK

GEORGE BODWAY**CARPENTER---CONTRACTOR**

All Kinds of Repair Work—Work Done by Day or Contract

325 E. WASHINGTON ST.

TELEPHONE 3170

Phone 615



1101 N. Meade St.

YOUR HOME

built of concrete blocks
stuccoed will be warm,
dry, fireproof, low in
first cost and upkeep,
with high resale value.
A Home of beauty and
a joy forever.

ROBERT A. SCHULTZ**Cement and Mason Contractor
and Builder**

1228 W. LAWRENCE STREET

PHONE 864

BUTCHER BLOCKS**"APPLETON" DIE BLOCKS and BUTCHER BLOCKS**

ARE THE KIND YOU OUGHT TO USE

A Cutting Block for Every Purpose

WRITE FOR OUR ILLUSTRATED CATALOGUE TODAY

APPLETON WOOD PRODUCTS CO.

MANUFACTURERS

APPLETON, WIS., U. S. A.

CEMENT BLOCK MANUFACTURERS**VANDENBERG CEMENT BLOCKS**

Burial Vaults and Ornamental
 Work and Granite Faced Building
 Blocks Made by the Wet Process

813 N. MEADE ST.

PHONE 483

CLOTHING**THE CONTINENTAL**

THE HOME OF

Hart, Schaffner

& Marx Clothes

CLOTHING**RICHMAN'S CLOTHES**

STRICTLY ALL WOOL

ALL \$22.50

Phone 803 (E. Waltman)

114 W. College Ave.

Matt Schmidt & SonFINEST OF MEN'S CLOTHING
READY-TO-WEAR

Two Floors of Good Things to Wear

106 E. College Ave.

PHONE 540

Telephone 1770

220 E. COLLEGE AVE.

TRETTIEN**CLOTHIER**

APPLETON, WIS.

THE CITY DIRECTORY—

is the most effective and most economical method of reaching all the people all the time. Those who buy without looking at the lists of those who sell do themselves great injustice. The classified lists in the Business Directory form the best Buyers' Guide on earth.

*A modern up-to-date method of
getting what you want*

COAL**JOHN HAUG
& SON**

DEALERS IN

**COAL, COKE, WOOD, LIME, BRICK
CEMENT, SEWER PIPE, SAND
STONE, PLASTER, TILE, ETC.**

1069 College Avenue, West End

Telephone 1503

C. L. MARSTON, President

GUY B. MARSTON, Secretary and Treasurer

Marston Brothers Co.

WHOLESALE AND RETAIL DEALERS IN

**Lime, Cement, Fire Brick, Sewer Pipe
COAL AND COKE****CRUSHED STONE AND SAND
FLUE LINING AND WALL COPING**

TELEPHONES 68 and 83

APPLETON, WIS.

COAL AND BUILDING MATERIAL**Balliet Supply Company**

Cement, Lime, Drain Tile,
Stone, Sand, Sewer Pipe,
Plaster, Etc.

COAL, SOLVAY COKE AND WOOD
COMMERCIAL FERTILIZER

115 (617) N. STATE STREET

TELEPHONES 186-7

HENRY SCHABO & SON

Sand, Cement, Fire Brick
Coal, Wood, Lime, Sewer Pipe, Solvay Coke

PHONE 729

912 (1158) W. COLLEGE AVE.

CREAMERIES**POTTS, WOOD & CO.**

Pasteurized Milk, Cream, Butter

FACTORIES: APPLETON, APPLE
CREEK and GREENVILLE

Main Office, Appleton, Wis.

Telephone 91

DAIRY PRODUCTS**DAIRY SPECIALTY CO.**

PERFECTLY PASTEURIZED DAIRY PRODUCTS

Chocolate Malted Milk (Ro-No)

Carbonated Milk (My-Lo), the only carbonated milk ever put on the market.

121 NORTH SUPERIOR ST.

PHONE 834

DEPARTMENT STORES

**A Department Store
That sells Dependable Merchandise
At Moderate Prices**

This store's continual growth is made possible by its policy of stocking only such merchandise of standard qualities that are guaranteed by the manufacturers. They are then priced at the lowest possible figure. Satisfaction or money back is your guarantee.

Complete Stocks and Wide Assortments

are always carried in popular priced merchandise in every department at all times.

Rugs, Floor Coverings, House Wares, Paints; Phone 2903.
Men's Wear and Shoes; Phone 2905. Dry Goods, Notions;
Phone 2904. Groceries; 2901. Draperies, China, Corsets,
Infants' Wear; Phone 2907. Women's Ready-to-Wear;
Phone 2906. Millinery; Phone 2906.

GLOUDEMANS-GAGE CO.

426-430 W. COLLEGE AVE.

APPLETON, WIS.

A Prospective Purchaser

Turns to the Advertising Department covering the Desired Business and selects certain names and addresses.

Will He Find Your Advertisement There?

If not, you lose the business, and your competitor gets it through his advertisement in the Directory.

DRUGGISTS

Schlitz Bros. Co.
You SAVE and are SAFE trading here
APPLETON WISCONSIN

DRUG STORES AT

114 W. College Ave., Schlitz Bldg.
 601 W. College Ave., Corner State St.

Kodaks	Soaps	Cigars
Cameras	Toilet Waters	Shaving Needs
Fountain Pens	Patent Medicines	Barbers' Supplies
Stationery	Home Remedies	Rubber Goods
Toilet Articles	Pure Drugs	Ear Phones
Perfumes	Chemicals	Trusses

DRY GOODS**PETTIBONE'S**

STANDS FOUR-SQUARE — UP-
 HOLDING THE SPIRIT OF THE
 COMMUNITY WHICH GIVES
 IT LIFE.

THE INSTITUTION REPRESENT-
 ING STERLING QUALITY IN EVERY
 ARTICLE SOLD — HONESTY AND
 FAIRNESS IN EVERY PRICE—AND
 COURTESY AND PROMPT SERVICE
 FOR EVERY SHOPPER.

EDUCATIONAL**Lawrence College**

APPLETON, WISCONSIN

ONE of the strong colleges of high standing in the Middle West. Instruction of highest rank. 14 buildings, excellent equipment, more than 250 courses offered. Commodious dormitories, in homelike atmosphere. Instructors of the highest rank. Terms moderate. Send for Catalogue.

TELEPHONE 242 or 4025

ELECTRICAL**Kurz Electric Service Co.**

(WM. D. KURZ)

REWINDING MOTORS AND GENERATORS
MFRS. OF KURZ SAFETY FUSE PULLERS

We Sell New and Used Motors

We Recharge Ford Magnetos While You Wait

111 E. SOUTH RIVER TEL. 2727 APPLETON, WIS.

PHONE 310

NORTH ISLAND STREET

KURZ & ROOT

APPLETON, WISCONSIN

ELECTRICAL ENGINEERS AND MANUFACTURERS

Designers and Builders of

Generators, Motors and Switchboards to Suit Customers' Requirements
We are in a position and have the facilities for handling all classes of electrical
repair work. Mill and factory electrical installations. Electrical supplies in stock.

ENGINEERS**E. REES, M. E.**

MEMBER A. S. M. E.

CONSULTING ENGINEER

STEAM PLANTS
PAPER MILLS
HEATING
VENTILATING
CENTRAL HEATING
SYSTEMS

6 LANGENBERG, BLDG.
APPLETON, WISCONSIN
TELEPHONE 1615

COMBUSTION
PLANT. TESTS
DESIGN
OPERATION
PUBLIC UTILITIES

EYE SPECIALISTS**William Keller, O. D.**

**EYESIGHT
SPECIALIST**



EYES EXAMINED
GLASSES FITTED

Make an Appointment

121 West College Ave., Second Floor

Phone 2415

FLORESTS

"Say it with Flowers"

JUNCTION GREENHOUSES

MILES MEIDAM, Prop.

Floral Designs and Cut Flowers, Plants and Shrubs
Flowers by Wire Members F. T. D.

1342 W. Prospect Ave.

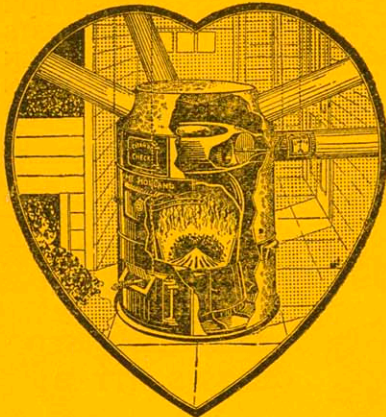
APPLETON, WIS.

Phone 39-R

Don't Use an Old Directory!

One Address taken from an old Directory may send you miles out of the way and waste a whole day's time. You take pride in keeping a fresh stock of merchandise on your shelves—

Why not avail yourself of fresh information for your daily use?

FURNACES**Holland Furnace Co.**

"The Heart of the Home"

Branch Office, 320 E. College Ave. Phones 2592-W, 2592-R

FURNITURE**THE F. A. WHITNEY BABY CARRIAGE CO.**

THE LEADER FOR 66 YEARS



We take pleasure in announcing to our customers that we have for this city the exclusive sale of these beautiful, well-made carts, made by a manufacturer that has been the leader in this line for 66 years.

Don't miss calling and looking over our line before purchasing elsewhere. Our line is complete in colors and style.

**Brettschneider
Furniture Co.**

APPLETON

WISCONSIN

FURNITURE**Saecker-Diderrich Co.**

103-105 E. COLLEGE AVE.

112-114 S. ONEIDA ST.

APPLETON, WIS.

Decorative Rugs and Carpets
Fine Period Furniture
Interior Decorations

Workroom facilities unsurpassed for fine Upholstery, Carpet
 and Drapery Work

Special Contract Departments of Linoleums and Window
 Shades

Estimates and samples furnished on request.

Seamless Carpets made to order in any width. Prompt delivery

FURRIERS

REMODELING

REPAIRING

A. CARSTENSEN
 MANUFACTURING FURRIER

112 (582) S. MORRISON ST.

APPLETON, WIS.

GROCERS AND MEAT MARKETS**CONRAD GRISHABER**

Grocery and Meat Market
Gasoline, Oils and Greases

1407 (566) E. JOHN ST.

TELEPHONE 432

HARDWARE**APPLETON HARDWARE CO.**

APPLETON, WISCONSIN

WE CARRY A COMPLETE LINE OF

HARDWARE**Roofing Our Specialty**

SEE US AND SAVE MONEY ON YOUR NEXT ROOF

A Large, Bright, Modern Store, with Many Fully Stocked Departments Offering
Well-Known Goods at Moderate Prices

A delivery service extended to Neenah, Menasha, Little Chute, Combined Locks,
Kimberly and Kaukauna

**BUILDERS' HARDWARE and SUPPLIES, PAINTS, OILS and GLASS, SPORTING
GOODS, ELECTRICAL APPLIANCES, AGRICULTURAL TOOLS, MECHANICS'
TOOLS, STOVES, RANGES and FURNACES, KITCHEN WARE, CUTLERY**

A. GALPIN'S SONS

Hardware at Retail Since 1864

COLLEGE AVENUE, MORRISON AND JOHNSON STREETS

SCHLAFER HARDWARE CO.

GENERAL HARDWARE

Mill and Auto Supplies

Sporting Goods, Radio Sets and Supplies

115-119 W. COLLEGE AVE.

BATTERY SERVICE STATION, 120 S. APPLETON

INSURANCE**JOHN M. BALLIET****"THE INSURANCE MAN"**

12 WEST COLLEGE AVENUE

PHONE 22

KNITTING MILLS**Appleton Superior Knitting Works**

APPLETON, WIS.

PHONE 168

LADIES READY-TO-WEAR**DAWSON STYLE SHOP****"Ladies' Apparel of Individual Taste"**

"DISTINCTIVE"

"EXCLUSIVE"

117 E. COLLEGE AVE.

PHONE 875

APPLETON, WIS.

"Beatrice"

at Your Service

EXCLUSIVENESS AND INDIVIDUALITY IN DRESS

For the Woman Who Cares

Studio, 718 College Ave.

Phone 1478

Appleton, Wis.

LAUNDRIES**PEERLESS-NATIONAL LAUNDRY CO.**

I. G. BERG, Manager

Soft Water Only Used for Washing

Everybody knows what that means. Our service is always the best. Ask us about family washing.

307-309 E. COLLEGE AVE.

PHONE 148

LEGAL**E. C. SMITH**

ATTORNEY-AT-LAW

109 North Oneida St.

Appleton, Wis.

LUMBER**J. FOUNTAIN
LUMBER CO.**

DEALERS IN

**All Kinds of Lumber, Sash, Doors,
Building Paper, Roofing,
Asphalt Shingles, Etc.**

Prompt Service. All Grades

120 N. STATE STREET

APPLETON, WIS.

LUMBER**PHONE 109**

BEAVERBOARD
 HARDWARE
 CABOTS STAIN
 MORGAN MILLWORK
 PLASTER
 CELOTEX
 CHARCOAL
 SHINGLES
 MORTAR COLORS
 BRICK

LUMBER
 ROOFING
 CEMENT
 PAINT
 VARNISH
 ENAMEL
 STONE
 SAND
 WOOD
 COAL

QUALITY AND SERVICE

Hettinger Lumber Company
 Appleton, Wisconsin

J. L. HETTINGER, PRESIDENT
 E. C. SCHMIDT, V. PRES.
 W. G. COMMENTZ, SEC.-TREAS.



LUMBER, CEMENT
 BUILDING MATERIAL
 COAL AND COKE

R. W. GETSCHOW, Manager

TELEPHONES 229-230

Ideal Lumber & Coal Co.

Masons' and Builders' Supplies

Fancy Mantel Brick

Universal Portland Cement, Fire Brick

Long Fir Timbers for Mill Work Our Specialty

All Lumber Kept Under Sheds

LUMBER**Konz Box & Lbr. Co.**

Lumber, Boxes and Crating

1727 W. COLLEGE AVE.

PHONE 2510

APPLETON, WIS.

The Standard Manufacturing Co.

MANUFACTURERS, WHOLESALERS AND RETAILERS

LUMBER and MILLWORK

1012 N. LANE ST.

PHONE 4100

MILLINERS**MARKOW MILLINERY**The Little Store with the Large Selection of Up-to-Date
Millinery at All Times of the Year

119 NORTH ONEIDA ST.

BIJOU BLDG.

EVERY STOREshould appear in the Directory and the Directory
should be in Every Store.Besides its use to the storekeeper, it is a con-
venience the customer looks for.The store that offers an old Directory, or no
Directory at all, fails to show its patrons a courtesy
they will find elsewhere.

MUSICAL***Lawrence Conservatory
of Music***

CARL J. WATERMAN, Dean

*Appleton, Wisconsin***ONE OF THE FOREMOST CONSERVATORIES OF THE
MIDDLE WEST**

Excellent buildings, superior equipment, faculty of well-known artists, beautiful dormitories, reasonable terms. Certificates, diplomas and degrees granted. Courses offered in organ, piano, violin, vocal, public school music, public school drawing, expression, French, Italian, Band Instruments.

SEND FOR CATALOGUE

PHONE 1659

MEYER-SEEGER MUSIC CO.

(ESTABLISHED 1880)

The Home of the STEINWAY
"The Instrument of The Immortals"

The NEW EDISON
"The Phonograph with a Soul"

The SONORA PHONOGRAPH and SONORADIO
"Clear as a Bell"

We carry a complete selection of Pianos, Phonographs, Radio Sets and Combination Phono-Radios, Buescher & Holton Saxophones, Band and String Instruments, Popular and Standard Sheet Music—The Schirmer Edition.

**MAKE OUR STORE
YOUR MUSICAL HEADQUARTERS**

NEWSPAPERS**FOR RESULTS**

Use the Advertising Columns of the

**A P P L E T O N
P O S T - C R E S C E N T**

Over 50,000 Readers in Outagamie County

NURSERIES**THE NORTH STAR NURSERY CO.**

34 Years' Experience

Incorporated for \$50,000.00

PARDEEVILLE, WISCONSIN

Grow a Full Line of Fruit, Ornamental and Shade Trees

Roses and Flowering Shrubs, Grapes, Currants, Gooseberries
Blackberries, Raspberries and Strawberries

LARGE ORCHARDS AND PARKS A SPECIALTY

MARK BAUMGARTNER, Representative

923 N. Richmond Street

Telephone 3117

Appleton, Wis.

WEST PARK NURSERY

C. A. GELBKE, Prop.

Specialty: Hardy Fruit Trees, Berry Plants and Seeds

OFFICE AND NURSERIES

South River Street and West Avenue

Phone 1015

PAINTS AND OILS**Peoples Paint & Wall Paper Co.**

A. H. SEERING, Manager

Authorized Agents for

SHERWIN-WILLIAMS PAINTS

and IMPERIAL CAMPBELL WALL PAPER

309 W. COLLEGE AVE.

PHONE 4097

PAPER MILL MACHINERY

**THE
APPLETON
MACHINE
COMPANY**

APPLETON - WISCONSIN

**Designers and Builders of
Paper Mill and Pulp Mill
Machinery**

PAPER MILLS

Combined Locks Paper Company

MANUFACTURERS OF

PRINTING PAPER

INSURANCE BLDG.

**Office Cor. W. College Ave. and N. Superior
APPLETON, WIS.**

PAPER MILLS**Patten Paper Company**

(LIMITED)

APPLETON, WISCONSIN

MILLS AT
APPLETON AND KAUKAUNA, WIS.

MANUFACTURERS OF

**Machine Finish Book
No. 1 Print R. R.
Manillas and Bond****PAPER**

JUDSON G. ROSEBUSH, Pres.

A. C. REMLEY, Vice-Pres. and Genl. Mgr.

ERIC D. LINDBERG, Sec.

STEPHEN C. ROSEBUSH, Treas.

PETROLEUM PRODUCTS**Northwestern Petroleum Co., Inc.**

APPLETON, WIS.

REFINERS' DISTRIBUTORS
AUTOMOTIVE and INDUSTRIAL OIL ENGINEERS

HOME OF

MOTOR OILS



TRACTOR OILS

SPECIAL
GREASES

"Your Motor's Life Insurance"

DISTRIBUTORS FOR
QUAKER STATE OIL**PHOTOGRAPHERS****HARWOOD STUDIO**COMMERCIAL PHOTOGRAPHY
OF THE HIGHEST ORDER

"22 Years Behind the Camera"

108 W. COLLEGE AVE.

PHONE 100

STANDARD PRICES PREVAIL

Ideal Photo and Gift Shop

C. L. GRIEM, Proprietor

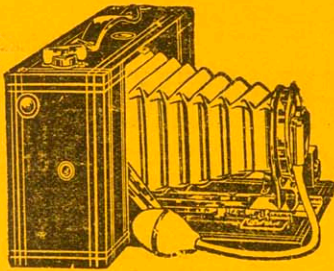
GIFTS AND GREETING CARDS, KODAKS, PHOTO
SUPPLIES, DEVELOPING, PRINTING

208 E. College Ave.

Phone 277

Appleton, Wis.

PHOTOGRAPHERS



DEVELOPING
PRINTING

ENLARGING
REPRODUCING

The Photo Finishing Shop

Amateur Finishing Department for Kodakers
at Voigt's Drug Store

FRANK F. KOCH
Expert Commercial Photographer

758 COLLEGE AVENUE

APPLETON, WIS.

PLUMBERS

DROP US A LINE--
AND LET US KNOW
JUST WHERE YOU'D
HAVE OUR PLUMBER



WIESE'S LITTLE PLUMBER

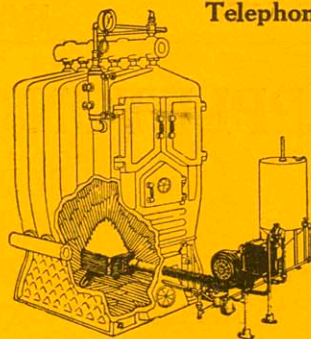
ANYWHERE you say—we're obliging plumbers. We will reply to your phone call like a radio set grabs a message out of the air. We're here for your convenience and comfort. Write or call.

Geo. H. Wiese

PLUMBING AND NOKOL
AUTOMATIC OIL HEATING

619 (1025) W. College Ave.
APPLETON, WISCONSIN

Telephone 412



Nokol

A. J. BAUER

Plumbing Contractor

303 (905) College Ave.

Phone 507

APPLETON, WISCONSIN

PLUMBERS

NICK KLEIN

J. P. SHIMEK

**KLEIN & SHIMEK
PLUMBING**

609 W. COLLEGE AVENUE

PHONE 2890

**RYAN & LONG
A-1 PLUMBING**

Bath Room Fixtures—Gas Fixtures—Garden Hose

206 W. COLLEGE AVE.

PHONE 217

RADIOS**APPLETON RADIO SHOP**

RADIO SETS

SERVICE AND SUPPLIES

207 East College Ave.

Phone 3812

APPLETON'S EXCLUSIVE RADIO SHOP

REAL ESTATE

REAL ESTATE

INSURANCE

Farms and City Property Bought, Sold or Exchanged
Also Fire, Liability and Life Insurance Written**ALESCH INSURANCE & REALTY CO.**

(EDWARD P. ALESCH)

Yours for Good Service

526 (982) W. Lawrence Street

Phone 1104

Appleton, Wis.

REAL ESTATE

PHONE 1652-W

WILLIAM J. RICKER

LICENSED REALTOR

Real Estate Bought, Sold or Exchanged

215 S. CHERRY STREET

APPLETON, WIS.

**STEINBERG SELLS SERVICE
WITH INSURANCE AND REAL ESTATE**

I write the following lines of INSURANCE and give SERVICE beyond the date of securing the application:

Auto Fire
Theft
Liability
Property Damage
CollisionFire
Tornado
Use and Occupancy
Plate Glass
Parcel PostCompensation
Public Liability
Accident and Health
Burglary and Theft
Surety Bonds**DANIEL P. STEINBERG, Realtor**

206 W. COLLEGE AVE.

TELEPHONE 157

APPLETON, WIS.

ROOFERS

JULIUS H. SPLETTER

ORVILLE RHODES

OTTO H. SPLETTER

Spletter Bros. Roofing Co.

GENERAL ROOFING CONTRACTORS

Painting Church Steeples and Smoke Stacks Our Specialty

ESTIMATES CHEERFULLY FURNISHED

1626 (697) E. JOHN

PHONE 2238

APPLETON, WIS.

SHEET METAL WORKS

Our Sheet Metal Department is fully equipped to handle anything in the sheet metal line. We install furnaces, metal ceilings, ventilating ducts, roofs, cornices, eaves, troughs, skylights, and specialize in galvanized iron and copper mill work.

WE ARE ALWAYS PLEASED TO FURNISH ESTIMATES

A. GALPIN'S SONS

ESTABLISHED 1864

200-202 E. COLLEGE AVENUE

SHOE REPAIRERS**Quality Shoe Repair Shop**

New Shoes for Old Ones
Repairing of Athletic Shoes a Specialty

Rear of Heckert's Shoe Store

119 E. COLLEGE AVE.

PHONE 1217

SHOES

Follow this
"sign of
foot comfort"

You find the Trade-Mark on every pair of genuine Arch Preserver Shoes. Our store is headquarters.



Arch Preserver Shoes Prevent
Foot Trouble for
Women and Men

28 Styles to Choose From

HECKERT SHOE CO.

119 E. COLLEGE AVE.

PHONE 1217 APPLETON, WIS.

SHOES AND RUBBER FOOTWEAR

Our Prices are Low—Quality High—That's what makes us grow
Glove Grip and Arch Rest Shoes—Straight Line and Hipress Rubbers

BEST IN THE WORLD—TRY THEM

Shoes and Rubber Repairing Given Prompt Attention

BOHL & MAESER

CHAS. BOHL, Proprietor

213 N. APPLETON ST.

PHONE 764

APPLETON, WIS.

SIGN PAINTERS

ESTABLISHED 1900



OFFICE
LETTERING
WINDOW
LETTERING
STORE FRONT
SIGNS
CLOTH
SIGNS

"THE BEST ON EARTH WON'T SELL UNLESS IT'S ADVERTISED"

SIGNS OF ALL KINDS

R. HARDT
SIGNS

Phone 4075

Rear of State Lunch

217 W. College Ave.

STEAMSHIP AGENTS**HENRY REUTER**

STEAMSHIP TICKET AGENCY

207 W. Lawrence St., Appleton, Wisconsin

Phone 1307

EUROPEAN

ORIENTAL

SOUTH AMERICAN
SERVICE

CRUISES

AROUND THE WORLD

MEDITERRANEAN

WEST INDIES

TRANSFER LINES**EMIL A. BUSS TRANSFER LINE**

Piano Moving and Long Distance Hauling

544 HANCOCK STREET

PHONE 997

APPLETON, WIS.

TRANSFER LINES

WHEN IT'S YOUR
MOVE



LET US KNOW!

HARRY H. LONG

MOVING and STORAGE

Local and Long Distance Moving
Agent Northern Transportation Co.

TRUCKS FOR ALL WORK

577 WALNUT STREET

PHONE 724

WALL PAPER AND DECORATORS**WILLIAM NEHLS**

PAINTER AND DECORATOR
WALL PAPER

MOULDINGS AND VARNISH
Benj. Moore's Paints and Varnishes

224-226 (862-866) W. Washington Street

Telephone 452

Nothing was ever Sold
by Advertising

Until the customer found out where
it could be bought.

—NATIONAL ADVERTISING

WOOLEN MILLS

APPLETON

FELTS and

JACKETS



Manufactured by

Appleton Woolen Mills

Appleton, Wis.

WIRE WORKS

Appleton Wire Works

(INCORPORATED)

APPLETON, WISCONSIN



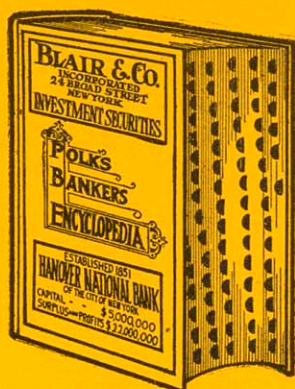
Manufacturers of

PAPER MILL WIRE CLOTH



**Fourdrinier Wires
Cylinder Wires
Washer Wires**

**A. B. WEISSENBORN, President and Manager
G. E. BUCHANAN, Secretary and Treasurer**



Polk's Bankers Encyclopedia

The World Bank Directory

PUBLISHED IN MARCH
AND SEPTEMBER

\$15.00 Per Volume

BANKERS ENCYCLOPEDIA CO.

524-28 BROADWAY
NEW YORK

431 HOWARD ST.
DETROIT, MICH.

NOTE:

Double numbers, as 711 (614), indicate new and old numbers, the number in parenthesis being the old, and the number preceding being the new.

