Do You Remember?

S.S. MARQUETTE
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BAY & HARBOR ENTRANCE
MANITOWOC

OLD LIGHTHOUSE
MANITOWOC

SHEEP GRAZING SCENE

HARBOR SCENE
MANITOWOC
A Hearty Welcome to

To those of you who have been gone for a number of years, Manitowoc has doubtless changed considerably. A substantial and consistent progress has marked the steady advance of our city.

ONE of the most marked growths has been its industrial expansion. Chief among these is the wonderful growth made by the Aluminum Goods Manufacturing Company.

1895—a small town, a small gray room, a few pieces of cumbersome machinery, a little group of silent men busying themselves in the manufacture of combs and hairpins of a strange white metal. That is the picture of the Aluminum Goods Manufacturing Company a quarter of a century ago.

THE men were silent because they were thinking of the strange white metal, visioning a new element in the world of commerce, and forecasting its revolutionary effect upon business.

SUCH was the beginning of a great industry.

In 1895, aluminum had been commercially possible for less than a decade. It was still a novelty metal, being produced on a small scale, and was used only for the manufacture of novelties—combs, thimbles, pen-holders, match-safes and other souvenir goods.

For combs and hairpins there was a market which could not be glutted. It renewed itself automatically. To the little group of men it seemed the line of least resistance for an aluminum product. Their limited capital compelled concentration. Therefore they concentrated on combs and hairpins.

Aluminum Goods

GENERAL OFFICES

Makers of Every-
Manitowoc's Homecomers

They made good combs and hairpins; for their principle then, as now, was to do work thoroughly and well.

In six months the small gray room had been outgrown, and an old factory building was purchased.

In their new old factory building these pioneer aluminum manufacturers expanded their line. Soon they were making match safes, key chains, house numbers, razor handles, picture frames, card cases, letter openers and other goods.

Difficulties were encountered in the next ten years, but none was insurmountable. New blood was taken into the Company. With increased capital and a better organization, the Aluminum Goods Manufacturing Company sought for new outlets for merchandise.

In 1907 it was decided to manufacture a line of high grade cooking utensils. Aluminum was an absolutely satisfactory metal for this purpose. It distributed heat evenly, retained it for a long time, was light, strong and durable.

The excellent cooking utensils of the Aluminum Goods Manufacturing Company found a ready market. The integrity of the Company, its honest policy toward its customers, also were factors that made for growth.

How great has been that growth, how amazingly rapid, is now a matter of business history.

Manufacturing Co.

Manitowoc, Wis, U. S. A.

 thing in Aluminum