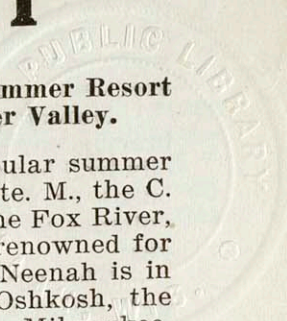


June 12-24 - Winnebago & S. Ste. P. & N. W. 10.00
917.75

NEENAH



A Prosperous Industrial City and Popular Summer Resort in a Picturesque Setting in the Fox River Valley.

Neenah is an incorporated city and popular summer resort, and is located on the M. St. P. & S. Ste. M., the C. & N. W. and the C. M. & St. P. Rys., and on the Fox River, at the outlet of Lake Winnebago, which is renowned for its beautiful and picturesque surroundings. Neenah is in Winnebago county, 13 miles northeast of Oshkosh, the judicial seat, 2 from Appleton, and 98 from Milwaukee. The city is lighted by electricity and has water works, sewerage system, fire department and well paved streets. Has a high and several ward schools, a public library and churches of the Baptist, Church of Christ, Evangelical, Lutheran, Methodist Episcopal and Presbyterian denominations. There are 3 banks, with a capital of \$285,000, surplus and profits \$320,000 and deposits of \$3,935,000, first class hotels and a newspaper, The Daily News.

Industries of varied nature flourish in this city although paper-making stands prominently in the foreground. The principal industries and their products follow: Kimberly-Clark Co. is one of the largest paper companies in the United States and Canada, and has its main office and laboratory in Neenah. Their mills in this city manufacture book paper. A new product gaining greater favor each day is an absorbent, better than cotton, made by the Cellucotton Products Co. The Neenah Paper Co. makes high grade bond paper and the Bergstrom Paper Co. manufactures book papers. The Lakeview Paper Co. is located just outside of the city. The Twin City School and Supply Co. is a paper ruling plant and this concern as well as the Burnside Paper Co., conducts paper jobbing houses. The Hardwood Products Co. manufactures "Receivador" doors, panels, veneer; Wieckert Planing Co., interior woodwork of all kinds; Bergstrom Stove Co., Emperor furnaces, stoves and ranges; National Fibre Textile Co., paper fibre rugs; Jersild Knitting Co., famous "Pinkerton" coats; Neenah Brass Works and two Aylward Foundries, bronze and iron castings; Neenah Shoe Co., "Daddy Duke" shoes; M. Burstein & Sons, cotton and wool packing and waste. The Neenah Concrete Co., manufacturers concrete blocks; Twin City Monument Co., monuments; Twin City Cheese Box Co., cheese boxes; Geo Schmid & Son, cigars; J. W. Hewitt Co. and Johnson-Wells Co., machine shops; News Publishing Co., publishers of The Daily News and job printers; Neenah Printing Co., book binders and printers; Stecker & Schmidt, Geo. Farmakes and Nick Burtsucklis, wholesale ice cream and candies; H. C. Christoph, soda water; C. Nelson & Sons, wholesale fruits. Cheap electric power plus excellent market facilities offer a real opportunity

to new industries. Paper and allied industries—especially converting plants—have a big field. Specialized metal, wood, cotton and woolen manufacturers will find this an excellent location.

Municipal pride has found form in the Neenah Library, completed in 1904. The present site was given the city by Theda Clark Peters, the cost of the structure being borne by public subscription. The library boasts 14,000 volumes with a circulation in excess of 40,000 books per year.

The city has many other imposing buildings. The post office is a new structure of excellent design. The department is listed as first class. Neenah and Menasha together have one general telephone exchange, the building being located in Neenah. Two thousands six hundred telephones are operated in the Twin Cities and 12,000 to 14,000 calls are carried daily.

City water supply is municipally owned. Gas, electric light, and power are furnished by the Wisconsin Traction, Light, Heat & Power Co. An unlimited reserve of power is available at low rates.

Neenah is a healthful city, having but little quarantine of infectious diseases, a pure water supply from deep artesian wells, and a very low death rate.

The Theda Clark Memorial Hospital stands out as a monument to the donor, Theda Clark Peters who made provision for structure in her will. Special attention is given to obstetrical cases. Neenah's corps of well-qualified professional and medical men assisted by fourteen well-trained nurses and an expert dietician have helped to place the hospital on its present high plane of efficiency.

Neenah has always been proud of her educational facilities and today plans are being laid for additional structures. The Kimberly High School now cares for 350 students. Four public graded schools, two parochial schools, vocational, industrial, fresh air, and night school complete the list.

Neenah is one of the wealthiest cities of its size in the United States. The residential districts, built along avenues of maples and elms, serve as a real attraction. No poverty exists within the city's boundaries. Neenah has over 1,400 home owners and the percentage of home ownership runs high—nearly 90 per cent. The city is typically American and has but few foreign born. Property assessments exceed eleven million with a tax rate varying from 25 to 30 mills, based on 80 per cent valuation.

STATISTICAL FACTS CONCERNING NEENAH

Population, 7,300; area 2.7 square miles; altitude 755 feet above sea level; assessed valuation \$11,716,325; bonded debt \$64,000; tax rate \$27.00 per \$1,000; miles of streets 32; miles of paving 7; miles of public sewers 18;

miles of electric street railway 2; parks and parkways 4, acreage 27, value \$200,000; water works: capacity 720,000 gallons, daily average gallons pumped 570,000, miles of water mains 19, value of plant, mains, etc. \$214,436.80; fire department: number of men 7, station houses 1, autos 2, engines steam 1, value of apparatus \$25,000; police department: number of men 5, stations 1; public schools 7, teachers 55; parochial schools 1; volumes in public library 14,000; postoffice receipts 1923, \$50,000; banks 3; theatres 2, hospitals 1; hotels 6.

WINNEBAGO COUNTY FACTS

Farms in Winnebago County

Total number of farms—2,563.
 Operated by owners—2,188.
 Operated by renters—375.
 Percentage of farms operated by owners—85%

Crop Production in Winnebago County

132,300 acres in cultivated crops.
 Wheat—189,590 bushels on 12,445 acres.
 Oats—1,315,276 bushels on 35,548 acres.
 Corn—1,280,655 bushels on 28,459 acres.
 Barley—144,168 bushels on 6,007 acres.
 Clover and timothy, 40,285 acres.
 Alfalfa, 2,255 acres.
 Corn for grain, 8,830 acres.
 Corn for silage, 19,060 acres.

Dairying in Winnebago County

Butter, 1,547,154 lbs. (Below previous average).
 Cheese, 6,368,145 lbs. (Above previous average).
 Average milk production per cow, 5,303 lbs a year.
 Average milk production per cow, (State) 4,926 lbs.
 year.

Milch cows, 27,820. Other cattle, 19,090.

Purebred sires owned by 686 farmers.

The cheese business is an important industry in Neenah. Two large cheese houses, Armour Creameries, Fox River Valley Co-Operation Storage Co, handle 10,000,000 lbs. of cheese yearly.

High grade butter is manufactured by the Neenah Dairy Co.

In 1921, Winnebago County produced enough milk to feed a quart to each person in the United States.

THE NEENAH BUSINESS MEN'S ASSOCIATION

The Neenah Business Men's Association is a live organization which has had much to do with the progress of the city and is responsible for many of its more modern tendencies. It is representative of the commercial, professional and manufacturing interests of the city and had its inception in a desire to promote their growth in home building, in manufacturing industries, in civic improvement and in commercial importance.

MUNICIPAL PUBLICITY

Advertising Neenah

An important function of the Directory is to set forth the characteristics and advantages of the city as a place of residence, as a business location, as an industrial site and as an educational center. The Directory acts as a mirror, reflecting all that is noteworthy in the city in the above respects. In order to spread this information regarding the city broadcast over the country the publishers place copies of this issue of the Directory in Directory Libraries which are maintained in all the larger cities of the country, where they are readily available for reference use by the public. There they serve as perpetual advertisements of Neenah, for business men the country over realize that the city Directory represents the community as it really is.

The publishers take this opportunity of thanking the citizens for valuable assistance rendered in the way of furnishing information concerning themselves and their friends for this Directory, and also the public-spirited and progressive business and professional men for support given in the way of patronage.

WRIGHT DIRECTORY CO.,
Compilers and Publishers.

