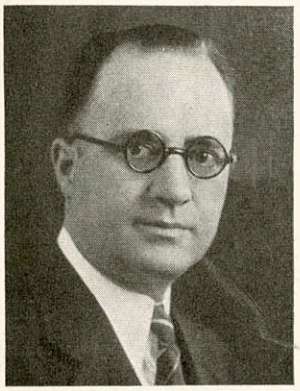
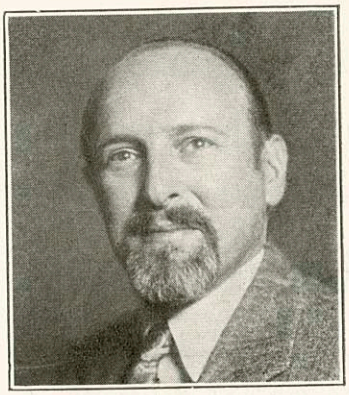
Appleton Chamber of Commerce Officers and Directors



J. R. WHITMAN
First Vice President

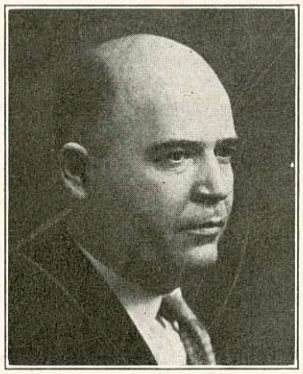


GEORGE R. WETTENGEL
President

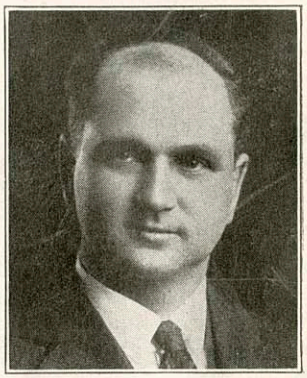
DR. J. B. MacLAREN
Second Vice President

CARLTON SAECKER

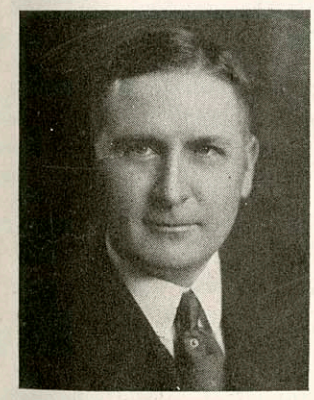
C. K. BOYER
Past President



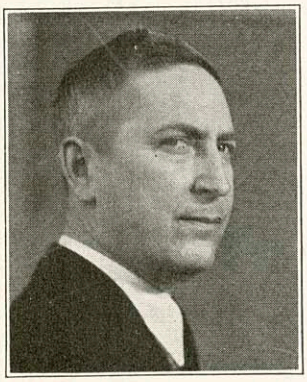
DAVID SMITH
Treasurer



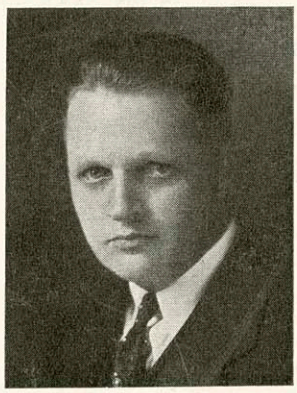
C. O. GOCHNAUER



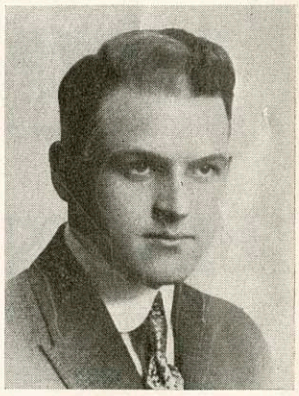
E. C. HILFERT



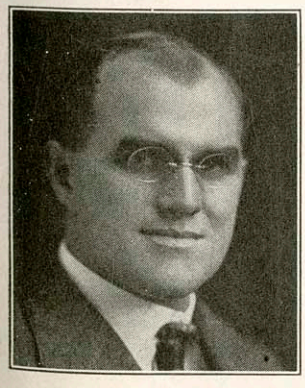
WM. J. ROEMER



GEORGE E. JOHNSON



FRED C. HEINRITZ



JOSEPH J. PLANK

GEORGE A. SCHMIDT

HERBERT SATTERSTROM

E. A. DETTMAN

NOW MORE THAN EVER BEFORE

● *"The Great American Value"* ●

Satterstrom Chevrolet Co.

213 E. Washington St. Phone 869

Growing With Appleton
Since 1870

APPLETON, on its Seventy-fifth Anniversary, is a city of Progress, Stability and Civic Enterprise. As the community grew and prospered, so has The First National Bank during sixty-two years of financial service to Appleton. It possesses today the same stability and progress it has had all these years.

In 1870 this bank opened its doors to the public with a capital of $75,000. Resources at the close of its first year were $226,541.06. Today its capital is $500,000 and its resources are $8,700,791.19.

We welcome the opportunity to serve you with our complete banking service in every branch.

First National Bank
and
First Trust Company

DIRECTORS

GEORGE B. BALDWIN
President, Baldwin Corporation.
CHAS. S. BOYD
President, Appleton Coated Paper Co.
*G. E. BUCHANAN
Secy-Treas., Appleton Wire Works
C. B. CLARK
President, Riverside Paper Corporation
P. M. CONKEY
Insurance
*F. J. HARWOOD
President, Appleton Woolen Mills
*H. J. INGOLD
President, S. C. Shannon Co.
*C. L. MARSTON
President, Marston Bros. Co.
C. W. MORY
Retired
LOUIS J. MARSHALL
President, Marshall Paper Co.
*R. S. POWELL
President
J. S. REEVE
Physician and Surgeon
J. G. ROSEBUSH
President, Patten Paper Co.
*O. P. SCHLAFER
President, Schlafer Hardware Co.
*F. J. SENSENBRENNER
President, Kimberly-Clark Co.
*M. D. SMILEY
Vice President
JOHN STEVENS
Loans and Insurance
*WM. C. WING
President, Fox River Paper Co.

*Directors also of First Trust Company

More Than a Half Century of Quality Shoe Making

● When river boats plied between Fox River Valley Cities, and sawmills lined the banks of the river here, even then Walk-Over was making quality foot-wear.

● Then, the George E. Keith Co. were small manufacturers. But they made shoes of the highest quality. Today an institution with almost unlimited resources serves men and women of the entire country, besides those of 103 foreign countries, giving them the same high standard of quality which is responsible for Walk-Over growth.

● This same service is yours. Feel free to use it. The Walk-Over door, the door to shoe style, quality and foot comfort, is open to you.

Walk-Over

TRADE MARK REG U.S. PAT. OFF.

120 W. College Ave. Tel. 5626

"If not good— we will make good" —That's good"

• • •

Fifth Anniversary

of

Rechner's

Dry Cleaning
Pressing — Repairing

807 W. College Ave.
Tel. 4410

11 Years of High Quality

SHOE REBUILDING

In 1921, Johnson started rebuilding shoes for Appleton people. The steady growth and expansion during the past eleven years of faithful service is evidence enough that the "Johnson Way" has been truly accepted as the best and most economical way of having shoes rebuilt.

Johnson's Shoe Rebuilders

123 E. College Ave. Phone 4310

Keep On Helping Your City Grow by Buying Home-Made Products

Buy Your Paint from the

PEERLESS PAINT MANUFACTURING CO.

A HOME CONCERN THAT MAKES AS GOOD PAINTS AS CAN BE MADE

118 N. Bennett St. Tel. 375

THE HOTEL NORTHERN established in 1887, rebuilt in 1905, and under Brill management for 45 years is the successor of two Appleton hotels of early days; the Farmers' Home, and the Northwestern House.

The HOTEL NORTHERN of today is modern in every respect with homelike surroundings.

We cater to parties of all kinds, Banquets, Weddings, and Luncheon Clubs.

HOTEL NORTHERN

John A. Brill

124 W. Washington St. Tel. 5180

The FOX Theatre

Congratulates

The City of Appleton

upon its

75th

Anniversary

"Food You Will Like"

▼

The Varsity Restaurant

S. Hinze E. Hinze

133 E. College Ave. Tel. 987

You will like
our Pure Candy
Fresh Every Day

OAKS
Candy Shop
"One Store Only"
125 N. Appleton St.
Next to Hotel Appleton

THE CONWAY
Appleton's Leading Hotel

180 Rooms 90 with Bath

5 Beautiful Private Dining Rooms

The Crystal Room for Dancing
and Banquets

Coffee Shop in Connection
Open from 6 a.m. to 12 p.m.

Dealer in
Choice Meats
Since 1906

Our aim is to give Superior Quality and Service. We are proud that many of our customers are still our customers.

Otto A. Sprister
611 N. Morrison St.
Tel. 106

Our Five Years

of successful operation have assured us that the women of Appleton and vicinity appreciate our efforts to render a distinctive service in the careful selection of quality merchandise and in the individual attention given the needs of each customer.

We keenly appreciate their contribution to our success in this endeavor.

A.J. Geniesse Co.
~Exclusive Apparel~

For Over 50 Years LANGENBERG'S

have served Appleton and vicinity with honest footwear for every member of your family and we will continue to do so, under the name of

Langenberg Bootery

118 W. College Ave. Appleton

Church Bells Call 25 Congregations to Worship

(Continued from Page 19)

of St. Mary's until 1875 and during those years the brick church was constructed. The undertaking was a heavy financial strain on the parishioners and many mortgaged their homes to secure money to finance the institution. The Servites withdrew before the structure was completed and the Rev. Ferdinand Tanguay was placed in charge. He was succeeded at his death in 1887 by the Rev. Walter J. Fitzmaurice who remained at the head of the congregation until 1930. The German group purchased the old Third ward school for $150 and moved it onto land acquired by the parish. The Capuchin priests took over the work here in 1877.

The first Presbyterian congregation consisted of seven members. Services were held in a law office. The men went five miles into the woods to secure timber for the first church which was erected in 1852 and which required two years to complete.

While the story persistently circulated in the east that only Methodists could prosper in the new country, this tale was exploded by an incident which occurred in the earliest days. Two widows, one a Catholic and the other a Methodist, were in dire need and the community sponsored donation parties and divided the proceeds between the two. In subsequent years churches of other denominations sprung up. Practically all of the denominations have their own structures and within the past ten years several beautiful new buildings have been erected.

The beautiful new church home of the First English Lutheran congregation, located at Drew and North streets, is almost completed and will be dedicated the middle of May. The Rev. F. C. Reuter is pastor of this church.

The Rev. Theodore Marth is pastor of the Zion Lutheran church, located at 902 N. Oneida St.; the Rev. T. J. Sauer and the Rev. F. M. Brandt are pastors of St. Paul Lutheran church, 300 N. Morrison St.; the Rev. R. E. Ziesemer is pastor of Mount Olive Lutheran church, corner Oneida and Franklin Sts.; the Rev. P. H. C. Froehlke is pastor of St. Matthew church, Mason St., and the Rev. D. E. Bosserman is pastor of Trinity English Lutheran church, 219 S. Allen St. Each of these Lutheran parishes has a valuable church edifice located in the finest residence sections of the city.

The Methodist Episcopal church is located at 225 N. Drew St. with Dr. J. A. Holmes serving as pastor. Memorial Presbyterian church, 337 E. College Ave., is in charge of the Rev. R. A. Garrison. The First Reformed congregation recently purchased the church building formerly occupied by the German Methodist congregation, and is served by the Rev. E. F. Franz. Carl E. Trittin is in charge of the Christian Assembly, whose place of worship is at 621 N. Morrison St. The Salvation Army has established headquarters on Morrison St., having taken over the former Moose hall. Captain Henry Servais is in charge. Young

1908 - 1932

For twenty-four years the management of this theatre has exhibited in Appleton the best Pictures obtainable at the lowest admission prices.

ELITE
Theatre

You are invited to make this store your shopping headquarters!

Stevenson's prices are guaranteed to be the lowest in Appleton

STEVENSON'S

132 E. College Ave.

54 Years of Progressive Service . . .1878-1932

Marston Bros. Co., founded in 1878 by Q. D. Marston and C. L. Marston financed by their father, Captain J. H. Marston, has grown from a modest Mason Material and Fuel Company to the present position of stability and leadership which we now enjoy.

Six generations of the Marston family have lived or are living in Appleton since 1845. The members of our organization are:—C. L. Marston, Guy B. Marston, Roy H. Marston, and Joseph H. Marston. We hope that our Centennial Anniversary will find "Marstons" carrying on and maintaining our Standards.

Marston Bros. Co.

Established in 1878

540 N. Oneida St. Phone 67 or 68

Men's Christian association, of which George F. Werner is general secretary, is located on Oneida at Lawrence St.

Jewish population of Appleton has two parishes. Zion Temple, 320 N. Durkee St., has no resident rabbi. The Rev. A. Zussman has charge of Moses Montefiore congregation, whose synagog is on N. Bateman St.

Other churches in the city are the Seven Day Adventists, 877 N. Richmond St.; First Baptist, 233 N. Appleton St., the Rev. Ernst Hasselblad, pastor; First Church of Christ Scientist, 323 N. Durkee St.; First Congregational church, 103 W. Lawrence St., the Rev. H. E. Peabody; Sacred Heart church, 1302 S. Monroe St., the Rev. F. L. Ruessmann; St. Joseph church, W. Lawrence St., Capuchin order; St. Mary church, S. State St., the Rev. James E. Meagher; and St. Theresa church, E. Wisconsin Ave., the Rev. M. A. Hauch; All Saints Episcopal church, E. College Ave., Dr. L. D. Utts; St. John Evangelical church, W. College Ave., the Rev. W. R. Wetzeler; Emmanuel Evangelical church, N. Durkee St., Rev. G. H. Blum; and the Full Gospel Tabernacle, W. Harris St.

Appleton had the first community school of religious education in Wisconsin. Pupils of the fifth, sixth, and seventh grades of public schools are dismissed from regular class work for one hour each week to attend sessions conducted in their own classroom. This activity is sponsored by the First Methodist, First Congregational, Presbyterian, Reformed, Emmanuel Evangelical, Trinity English Lutheran, and All Saints Episcopal churches.

The Catholic churches have the largest congregations. There are four Catholic churches in the city, one Adventist, one Baptist, one Christian Science, one Congregational, one Episcopal, two Evangelical, two Jewish, six Lutheran, one Methodist, one Reformed, two Pentecostal, and the Salvation Army, interdenominational. While definite figures as to the actual number of persons of each of the various denominations is not available, it is claimed that thirty-two per cent of the citizens are of Catholic faith, twenty-one per cent Lutheran, eleven per cent Congregational, nine per cent Methodist, four per cent Evangelical, three and one-half per cent Presbyterian, two per cent Episcopal, one and one-half per cent Baptist, and other denominations, three per cent.

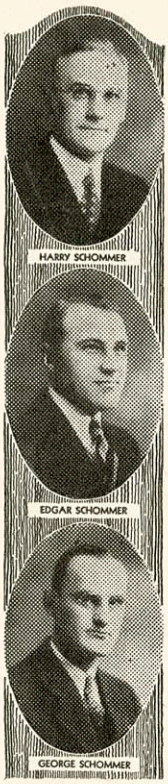
Garnering Millions of Dollars

(Continued from Page 17)

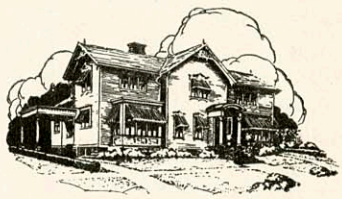
ing the farmers an additional market for cash crops.

Wholesale facilities here are excellent, especially as to groceries, meats, fruit and produce, paper, cheese, milk, candy and other such products. These institutions do a large business in the contiguous territory. Ten grocers have instituted a cooperative buying plan and operate under the name of "Appleton Service Stores" giving them the ability to offer lower prices so as to meet the competition of the national chain organizations. These merchants also pool their advertising and find their selling efforts more effective at less cost. The city's food business amounts to more than $3,500,000 per year in Appleton.

There are a number of stores on Colle Ave. that have the distinction of being the class of retail pioneers. The Pet bone-Peabody Co., Schlafer Hardware C Galpin Hardware Co., Petersen & Rehb market, Voecks Bros. meat market, Bon Food market Matt Schmidt & Son, clothie Brettschneider Furniture Co., and Wi mann Furniture Co., are among these ea day establishments still considered lead among home institutions.



37 YEARS
OF
Distinctive Service



SCHOMMER
Funeral Service
Appleton, Wis.

A Brief History of Progress . . .

In 1896, the plant of the Appleton Wire Works occupied only two lots and contained four looms.

Today this plant with sixty looms for the manufacture of machine wire and wire cloth for paper and pulp mills covers an entire block.

Appleton Wire Works, Inc.

A. B. Weissenborn, Pres. G. E. Buchanan, Secy-Treas.

Sylvester & Nielsen, Inc.

Office Supplies
and
Office Furniture

1920 - 1932

27 Years

of Faithful, Careful Service to Appleton

Voigt's Drug Store

134 E. College Ave. Tel. 754

Organized for Community Progress

APPLETON'S citizens are its most important asset. From the time a few pioneers banded together three-quarters of a century ago to form a government and protect themselves from the dangers of the wilderness, the people have co-operated to make Appletn an outstanding community. Their success is an open book to every resident and every visitor.

Today the complexities of a city of more than 26,000 inhabitants require organized co-operation. That is accomplished through Appleton Chamber of Commerce, whose membership is made up of business and professional men and women who are willing to give of their time and means to community advancement because they believe wholeheartedly in this splendid city of ours.

Our congratulations are extended to the public officials and public-spirited citizens whose work has made us rejoice that Appleton finds itself such a remarkable city on its seventy-fifth birthday anniversary.

Appleton Chamber of Commerce

OFFICERS

GEORGE R. WETTENGEL, President
J. R. WHITMAN, First Vice-President
DR. J. B. MACLAREN, Second Vice-President
DAVID SMITH, Treasurer
KENNETH H. CORBETT, Secretary

DIRECTORS

GEORGE R WETTENGEL
J. R. WHITMAN
DR. J. B. MACLAREN
DAVID SMITH
C. K. BOYER
CARLETON SAECKER
C. O. GOCHNAUER
E. C. HILFERT
WM. J. ROEMER
GEO. E. JOHNSON
FRED C. HEINRITZ
JOS. J. PLANK
GEO. A. SCHMIDT
HERBERT SATTERSTROM
E. A. DETTMAN

Our Seventh Anniversary

Electric Welding of all kinds. General Boiler Repairs,
Smoke Stacks, Structural Steel for Buildings,
Steel Tanks, Sheet Iron Work

FOX RIVER BOILER WORKS

E. J. FEMAL, President
JOHN HECKEL, V.-President

701 S. Bounds St. Tel. 4216

A. W. VAN RYZIN, Treasurer
GILES COURTNEY, Secretary

In One Year's Time

From 1 Station to 61

The above picture of the Buth Oil Company's Super-Service Station at Oneida and Franklin Sts. shows our beginning about a year ago with one truck. On our first anniversary our capacity is 61 retail stations and five trucks operating throughout the Fox River Valley.

WHY?

Buth Oil Company is 100 per cent locally owned and operated. All products are bought on rigid specifications from Barnsdall, the World's First Refiner. They are the heart of the best known crude oils.

Why not fall in line today? Make it a habit to buy your motor needs from a reputable Barnsdall dealer?

B **BUTH OIL CO.** B

Phone 846

1207 W. Washington St. **Appleton, Wis.**

15 Years

of Square Dealing

Retail Dealers in

COAL, COKE, AND WOOD, BUILDING MATERIAL

Henry Schabo & Son

912 W. College Ave.

Tel. 729

SEAVERNS & CO.

BROKERS

STOCKS — BONDS
GRAIN

MEMBERS

New York Stock Exchange
New York Curb (Assoc.)
Chicago Stock Exchange
Chicago Curb Exchange
Chicago Board of Trade

Room 406 Irving Zuelke Bldg.
Tel. 5160

MAIN OFFICE
208 S. LaSalle St., Chicago, Ill.

Growing

with and for

Appleton

In twenty-one years of service as one of the city's leading financial institutions, Appleton State Bank has made rapid but sound growth because:

● ● ● It is a friendly bank whose officers and staff take a personal interest in their customers and their needs.

● ● ● It has within the last year doubled its facilities, now having one of the most modern vaults in the state, so as to serve customers more safely, quickly and conveniently.

● ● ● Because of its policy of consistent safety, it has the confidence of the community. Its resources today are $2,292,612.97.

● ● ● It renders a complete banking service in all its branches.

● ● ● It is intimately interested in the welfare and progress of Appleton.

Our public meeting room is always at the service of the community

APPLETON STATE BANK

OFFICERS

B. J. ZUEHLKE, *President* M. A. SCHUH, *Cashier* TIM SAUER, *Assistant Cashier*
ELMER SEMROW, *Assistant Cashier* L. F. SCHREITER, *Assistant Cashier and Trust Officer*
ROBERT ZSCHAECHNER, *Teller*

City is a Leader in Advancement of Education

(Continued from Page 15)

student is exposed to many different choices in the curriculum, some of the subjects being of a semi-practical nature, he may find some activity which particularly attracts him—a sort of work which he will wish to delve further into in senior high school and college. This early vocational guidance training does not necessarily determine for a child the choice of a life work but it does give him a good insight into many different fields of activity and shows him a cross section of each so it will be easier for him to make a choice later on.

Despite high standards of scholastic attainment, Appleton young people are somewhat hindered in getting the best there is in education because of the overcrowded, congested situation of the senior high school. Erected in 1904 to house a peak load of 450 students, the high school building now must take care of a total enrollment of more than 1,000. Building the three junior high schools relieved the situation temporarily, it is true, but now the board of education is faced with the same problem which puzzled the board of ten or twelve years ago—"Where can we put the constantly increasing numbers attending senior high school?"

Looking at it from one angle this increased attendance year after year is a good sign—a very good omen for our city and a compliment to the educators of today. This larger enrollment each year is not due solely to an increasing population, but also, and what is even more important, to a de-

Loans Up to $300 « « «

Made on Furniture or Co-Maker Loans

• • •

Easy Repayment up to 20 months

The Franklin Plan

Offers

Protected Loans $300 or Less

Eligible borrowers receive at no additional cost

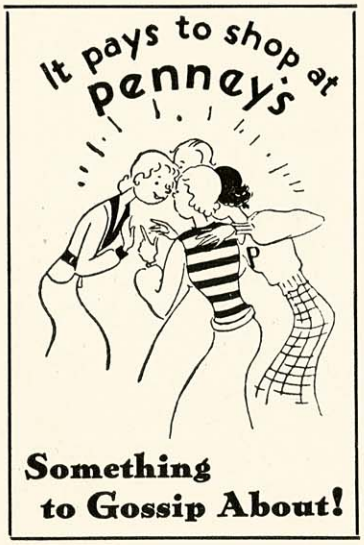
CERTIFICATE OF CANCELLATION

which guarantees full cancellation of the loan in the event of death or certain injury of the wage earner. Only husband and wife need sign. Easy monthly payments.

Call, Phone or Write

FRANKLIN

Plan of Wisconsin, Inc.
B. C. TEAL, Mgr.
304 W. College Ave.
Telephone 490



Penney's Extra Quality Adds Nothing to the Price!

Which is why the thrifty are turning to Penney's. Which is why those convinced that now is the time to buy also feel that they must buy RIGHT!

J. C. PENNEY & CO., Inc.

208-210 W. College Ave. Appleton, Wis.

Westinghouse Refrigerators Home Appliances

Maytag Washers Sales and Service

Langstadt Electric Co.

233 E. College Ave. Phone 206

Electrical Contracting

Edison Mazda Lamps

sire on the part of the young people to continue their education at least until they hold a high school diploma. Our young folk realize more and more the almost indispensable need for a sound and thorough education and mean to get it. Not so many years ago students quit high school by the dozens and scores and went to work wherever they could find employment, not always because they had to but often because they wanted to. They did not enjoy going to school as they do today and they did not seem to recognize the importance of schooling with relation to their future welfare. Now that old attitude has almost entirely disappeared and it is the rare exception to find a boy or girl who has any desire to quit school and go to work.

But to return momentarily to the senior high school problem. Serious thought is being given to the erection of a new high school building within a year or two. Something will have to be done within that time and so Appleton, like all other cities in the Fox River valley, probably will have a splendid new high school soon. Congestion is also very noticeable in some of the grade school buildings and new or additional units will have to be added before very many years.

Not only is Appleton a pioneer in cultural education as started and developed with Lawrence college as a background, but the city is also a leader in vocational training and education. Here is the first vocational school building erected in the United States, a place where people representing all walks of life go to partake of the widely divergent and interesting courses offered. Here one can learn the machine trade, printing, show card writing or can pick up pointers on how to be a charming hostess at social affairs of various kinds. Vocational school courses appeal not only to young people who have dorpped their aca-

IN THE 1800's an institution devoted to fine jewelry was founded in the City of Appleton. This firm was known as Mayer & Kamps, and it represented a pioneer movement in the high quality retail jewelry field. The first store was located in the 100 block West College Ave. It soon occupied a prominent position in Appleton life in the late 1800's.

• • •

Passing years have only served to bring greater significance to the Kamps institution A few years after the founding of the firm, the entire store came directly under the control of Herman A. Kamps, and the name was changed to Kamps Jewelry Store. Later the location was moved to 115 E. College Ave. its present location.

• • •

Superlative service, plus the finest quality in Diamonds, Watches, Clocks, Silverware, and Jewelry has always characterized the Kamps Store since its origin.

• • •

Spurred by memories of more than forty years, the store under its present leader, Harold H. Kamps, steadily carries on with these ideals of such service and the confidence of the community.

KAMPS
Jewelry Store
"Appleton's Oldest Jewelry Store"
115 E. College Ave.
Appleton, Wis.

IF George Washington were alive today—

I know he would APPROVE YOUR INVESTMENT in this STRONG, RELIABLE INSTITUTION, whose funds promote employment in your OWN COMMUNITY and earn such consistent and SUBSTANTIAL DIVIDENDS. Your investment with us is secured by first mortgage real estate loans, principally on residence property. This is particularly good security and borrowers pay back part of the principal, with interest, each month. The security becomes better as each monthly payment is made. There is no better investment for your funds.

Appleton Building & Loan Association
GEO. H. BECKLEY, Sec'y
324 W. College Ave. Phone 116

• • ASSETS OVER $2,200,000.00 • •

Quinn Bros., Inc.

Frigidaire Representatives

Stores at Appleton and Neenah
Established 1920
Pioneers
In the Radio Industry and Refrigeration
in the
Fox River Valley

demic education and are working for a living, but to all other residents of the city, young and old, rich and poor, so varied and interesting is the list of training courses offered.

Appleton's newest educational institution the Lawrence Institute of Paper Chemistry, is destined to become known all over the world as a great research center for the paper industry. Started only three years ago, the Institute has grown in this short time far beyond the fondest dreams or expectations of the citizens of Appleton. Although it is operated under the auspices of Lawrence college, it is in reality a separate institution with its own faculty and administrative organization.

This graduate school provides a splendid field for research in the paper industry and probably will in time become a mecca for leading scientists from all over the country. What the United States Forest Products Laboratory has meant to the city of Madison the Institute will mean to Appleton so far as national publicity for the community is concerned. It is, of course, a graduate school for young men entering into the highly technical chemical phases of the paper and pulp industry. But it is even more than that. It is and will increasingly become the principal research center for the entire industry.

With the completion of the first unit of the Institute last summer, plans were almost immediately set in motion for the construction of another even larger building to be known as the Kimberly Memorial building. Work on this beautiful structure, the gift of J. C. Kimberly in memory of his father, J. A. Kimberly, will be started very soon. The Institute has numerous research and testing laboratories, class rooms, administrative offices and a library of some 5,000 volumes on paper and pulp manufacturing, the largest collection of books on this sub-

Chrysler and Plymouth

Greatest Year with Floating Power

The greatest engineering development of modern times—PLUS—automatic clutch, separate free wheeling, easy shift transmission, double drop girder truss frame, hydraulic brakes with centrifuse brake drums and safety all steel body fully insulated. These new Chryslers and Plymouths must be seen and driven to be appreciated. A complete stock of parts for any year or model Chrysler or Plymouth, also a complete service station with factory trained mechanics who can take care of any servicing, greasing, oiling or anything to make your present car perform better with less expense. Why not let experienced men take care of your Chrysler or Plymouth?

Kobussen Auto Company

511 W. College Ave. **Phone 5330**

19 Progressive Years In the Retail Shoe Business

In 1913 the firm of Bohl and Maeser was organized. Mr. Bohl in 1917 purchased the interests of his partner Mr. Maeser.

This firm has grown by selling dependable merchandise of quality at moderate prices and by standing back of everything sold.

Bohl & Maeser

213 N. Appleton St. **Tel. 764**

MARSHALL PAPER CO.

Established 1893

APPLETON - WISCONSIN

FINE and WRAPPING

PAPERS

BAGS

CORDAGE and TWINE

PAPER SPECIALTIES

We have been

Cleaners and Dyers

Since 1908

The Richmond Co.
CLEANERS DYERS

NEW LOCATION

108 S. Oneida St.
Phone 259

t anywhere in the United States. Richly lowed by paper manufacturers from different sections of the country and by men allied industries, the Lawrence Institute Paper Chemistry contributes in no small asure to the reputation of Appleton as a ted center of learning.

The latest addition to Appleton's public ucational system is the orthopedic school, the school for crippled and phyiscally ndicapped children. This unit of the stem, housed in the former Smith doritory on the Lawrence campus, has accmplished wonders in giving these handipped youngsters a normal education and in helping them by systematic treatments and exercises to correct and sometimes cure twisted arms, limbs, spinal defects and other deformities. It is one of eight such schools in the state of Wisconsin and is attended by children of varying ages from Appleton and the surrounding territory.

In addition to the public school facilities in Appleton the city boasts of one of the finest business colleges in the middle west, the Actual Business college, which has trained hundreds of young men and women from Appleton and other communities for successful careers in the business world.

Then there are the various church schools, four Catholic and three Lutheran. The Catholic group includes the St. Joseph, St. Mary, Sacred Heart and St. Theresa schools. The Lutheran schools are the St. Paul, Zion Lutheran and St. Matthew.

As a fitting background to the educational and cultural advantages and traditions of this great Fox River valley city one may very properly return for a moment to the starting point, Lawrence college, for the foundation of this great and nationally famed school of higher learning heralded the birth of Appleton as we know it. Without Lawrence Appleton might have grown up as a city, but it would not be the Ap-

Our Customers

Come back to us year after year.

A pretty sure sign of satisfaction.

That's why our business has grown with this community.

Everything from

Ferron's
Where Quality Always Meets Price

CLOTHING — FURNISHINGS
READY-TO-WEAR
MADE-TO-YOUR-MEASURE

Yesterday—

Carriage building and repairing was our task.

Today—

With the changing times, we render complete and efficient service in Auto Brake, Spring, and Motor Repair work at reasonable prices. Our customers of yesterday have remained with us today.

— SEE US —

Milhaupt Spring & Auto Co.

Established 1883

312-316 N. Appleton St. Phone 442

49 Years in the Same Location

Money To Loan

Upon Farm and City Property

Real Estate

Bought, Sold, and Exchanged

P. A. KORNELY

Successor to Outagamie County Abstract Co.
Established in 1854

Loans Real Estate Insurance

229 W. College Ave.
Tel. 1547

Woelz Bros., Inc.

WHOLESALE

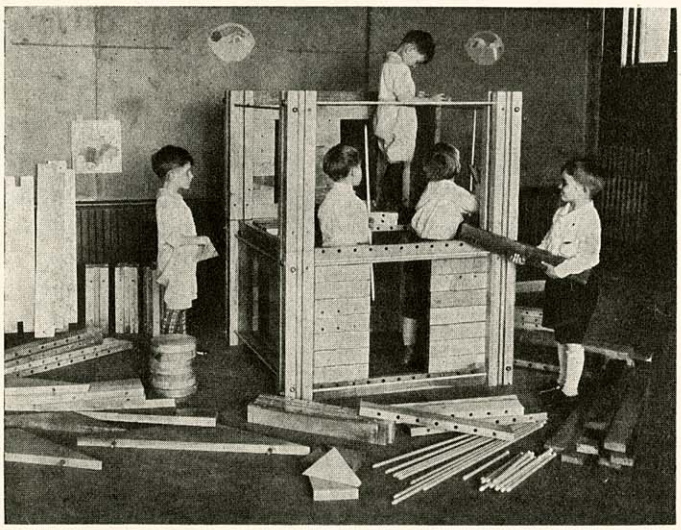
PAPER MERCHANTS

Appleton, Wis.

pleton we know today. The presence and growth of Lawrence along with the development of Appleton has made of the city a place known far and wide for its achievements in the field of learning, a community imbued with a more cultural and dignified atmosphere than the average place of its size.

Rising like old stone castles atop the steep bank of the Fox river the college buildings are symbolic of the educational spirit, the desire for progress in learning which has always been present in this city. With its combined enrollment of the liberal arts college and the conservatory of music at nearly 1,000 young men and women, Lawrence college is an invaluable asset in the higher education of Wisconsin's young people. A splendid faculty of some sixty professors and instructors includes several members whose names and achievements are listed in "Who's Who in America." These people, proud to call Appleton their home, are a distinctive influence in the social and intellectual life of the community.

The hundreds and thousands of young men and women who come to Lawrence year after year from all over Wisconsin and other states as well, add much to the social and intellectual atmosphere of Appleton, and return to their home towns to advertis our city in a favorable light in places nea and far. Most of these Lawrence student develop a great fondness for Appleton dur ing their four year stay and a great man find their life work here so they can ca Appleton their permanent home. Appleto owes much to Lawrence college for the ric heritage of educational and cultural stand ards which have been the city's from th time of the first settlement in the wilder ness at the Grand Chute rapids.



Children Teach Themselves with Happy Builders

Just give them a set of Happy Builders and your problems are solved. With but a little guidance they will be building all sorts of projects and each child vividly interested and doing things that have a sound educational value.

Happy Builders bring out and develop leadership, imagination, observation, originality, and initiative. They stimulate mechanical aptitude, the spirit of co-operation and foster healthful exercise.

Why not send for Project Book C and learn more about them?

Appleton Wood Products Co.

APPLETON, WIS.

Happy Builders Project Blocks

Organized in 1897

Pioneers In

Pasteurization of Milk and Cream

Potts, Wood & Co.

125 E. Pacific St. Tel. 91

GIFTS for every occasion

Ideal Photo & Gift Shop

Thirteen Years in Present Location

208 E. College Ave.
Tel. 277

Many Groups Combine To Make Appleton Happy

(Continued from Page 13)

clubs—not four luncheon clubs or "knife and fork" clubs as they have sometimes been dubbed by writers who do not fully understand or refuse to recognize the true purposes of such organizations.

The Rotary, Lions, Kiwanis and Optimist club of Appleton are service clubs in every sense of the word. Their accomplishments in community service are not shouted from the housetops and given great publicity. Business and professional men who are members of these groups prefer to work along quietly and not give a great deal of publicity to the good things which their organizations are doing week after week.

The Rotarians for years have helped finance the college education of many deserving and needy students who come to Lawrence. The Lions are constantly giving aid and education to the blind of the state. They also bought the instruments to start out the Appleton high school band, one of the finest group of school musicians in the United States. Kiwanians started a free dental clinic operated in connection with the public schools for needy children whose parents could not afford to give them proper dental attention. This club also is constantly at work on projects to benefit the underprivileged children of our city. The Optimist club, which was started here last year, is active in boys work projects of various kinds. In December 1931 this group erected the first community Christmas tree the city has had in many years and arranged attractive programs centering about this tree for several evenings during Chirstmas week. Appleton is indeed fortunate in having four service clubs and is well served by them.

Patriotic organizations such as the American Legion, Spanish War Veterans, Daughters of the American Revolution, J. T. Reeve circle, Womens' Relief Corps and Auxiliary organizations to the Legion and Spanish war veterans play a very prominent part in community service activities. The Legion last fall put on the famous "man a block" campaign which gave approximately 300 jobless people at least part time employment. Legionnaires also have been active in assisting the city in ever way possible in the staging of patriotic and municipal celebrations.

What a contrast between the Appleton of today and the same city only twenty or twenty-five years ago! Scarcely any of these splendid community service organizations were in existence then and except for the church societies and fraternal orders there were no others which fulfilled the same function—that of making Appleton a clean, decent and happy city.

Since 1866

we have served the people of this vicinity with the best of meats, sausages, and fish.

Friendships formed and kept during this long period have been gratifying to us, and we are quite happy to have kept pace with the growth of Appleton.

PETERSEN & REHBEIN

Meats — Sausages — Fish

106 W. College Ave. Tel. 1180

Everything

Complete in Layettes for Babies.

Girls can be outfitted up to 14 years of age. Boys up to 6

The Infants' and Children's Shop

Loretta Paquette

3rd floor, Irving Zuelke Bldg.

Phone 1496

WE are specializing in every line of Beauty Work

Visit our new location on the third floor of the Irving Zuelke Bldg.

BUETOW'S Beauty Shop

PERMANENT WAVING

Phone 902

THE

BONINI

Food Market

50 Years

the Best in Meats and Groceries

304-306 E. College Ave.

Telephones 296 — 297

APPLETON, WIS.

HOH Furniture Co.

Appleton's Newest Furniture Store.

Opposite New Post Office

Essential Industries Keep City Prosperous

(Continued from Page 11)

Appleton Engraving Co., Eagle Manufacturing Co., Fox River Tractor Co., Standard Manufacturing Co., Fox River Boiler Works, Knoke Lumber Co., Appleton Chair Co., Fraser Lumber and Manufacturing Co., Badger Printing Co., Appleton Pattern Works, Rowell Manufacturing Co., Appleton Car Mover Co. and Advance Car Mover Co. J. J. Plank and Co., manufacturers of dandy rolls for watermarking paper, started business in 1908.

Among the most recent industrial concerns opened here are the Fuhremann Canning Co., which provides a new market for peas, beans and other cash crops of farmers, Lutz Ice Co., makers of artificial ice, Badger Wood Plug Co., and Peerless Paint Co. This city also is a market for a large amount of dairy products through its creameries, milk wholesalers, cheese warehouses, and the ice cream plants of Appleton Pure Milk Co. and Fairmont Creamery Co.

Started Electric Industry

There is more history connected with the Wisconsin-Michigan Power Co. than perhaps any other industry here. In 1882 the first commercial central station in the United States for the generation of electric current was established here. The company was known as the Appleton Edison Light Co. and the generator was in the beater room of the old Appleton Pulp and Paper Co., located where the Atlas mill now stands. In 1885 a second plant was established by W. D. Kurz in a small frame building across from the location of the present Patten Paper Co. About a year later the two plants were combined in a building on S. Oneida St. where the present motorbus garage stands. Mr. Kurz was the first manager and is still living here. Another man who had a part in these developments was A. C. Langstadt, now president of the Langstadt Electric Co. who had charge of the meter system, which in those days was a laborious set of contrivances on which to base the use of current.

In 1897 a fire destroyed the electric plant, and the Wisconsin Traction, Light, Heat and Power Co., now known as the Wisconsin-Michigan Power Co. came into being. Appleton's first electric street car was run on College Ave. Aug. 16, 1886 and was reputed to be the first in the United States. The electric light and street railway interests were merged into one company. The public utility grew steadily and eventually included Neenah and Menasha. Today the power company serves a large area in northeastern Wisconsin and upper Michigan. The interurban lines and local street cars were abandoned several years ago when motorbus travel became more popular with the public. The utility operates a large system of busses today. When commercial gas was made possible, the power company went into this field also and is serving Appleton, Neenah and Menasha. It is now a mammoth company with plants as up-to-date as they can

1906 1932

Appleton's Oldest Candy Shop

Pure Home Made Candies

Fountain Lunch

GMEINER'S

135 E. College Ave.

Tel. 881

Buy

Glass and Paints

at this Home Owned Store

GLASS and PAINT for every purpose Pittsburgh Proof Products

APPLETON GLASS & PAINT CO.

(formerly Appleton Glass Service)

Louis Lettman—Henry Osinga

410 W. College Ave. Tel. 2838

Strictly Independent

John Haug & Son

Coal, Coke and Building Supplies

CHAMPLIN

Gasoline

Oil

Fuel Oil

Cars Washed—Greased

719 W. College Ave.

Tel. 1503—1861

We clean everything under the sun
We own and operate our own plant

Groth Company
CLEANERS

109 N. Durkee St.
Phone 665

For 25 Years Serving Appleton People with Delicious Food at Popular Prices

Snider's Restaurant

SODA GRILL

"A Name Familiar to Those Who Appreciate Good Food"

LET US SERVE YOU

227 E. College Ave. Tel. 274

made, rendering a service of perfect con-
nuity.

Vast Paper Tonnage

If operated at capacity, the paper mills
Appleton, Kimberly and Combined Locks
n out 360 tons of paper a day, or more
an 100,000 tons a year. The pulp mills
ve a capacity of 290 tons a day, or 870,-
) tons a year. The value of the products
nufactured here runs into millions of dol-
s annually, and the industrial plants alone
ovide employment for 2,500 men and 700
men, besides the work they create in-
ectly for hundreds of others.
Appleton's facilities aside from its elect-
and water power are ideal for industries.

The water in the Fox river is well adapted in chemical content for the manufacture of paper. Vast quantities of water are necessary and it must be free from minerals, color or impurities that would affect the quality of paper. Transportation facilities are the best, with three railways located here that operate from Chicago to the west coast. Nearly a million tons of freight pass through the depots here in a normal business year. The paved highways reaching Milwaukee, Chicago, Minneapolis and St. Paul and other centers have brought the development of motor truck lines that carry large quantities of package freight to and from the principal marketing centers. Appleton also is served with air mail daily and by the Railway Express company. The city is one that attracts the best type of labor because of the excellent living conditions here.

It is the ambition of the citizens to obtain additional industries so as to keep up the steady growth of the city. Paper converting plants, or those producing paper specialties are especially desired because of the sources of supply right here at home. Many of the paper mills have shifted their production in recent years to specialty lines because they have become more remote year after year from the sources of raw materials. The forests in northern Wisconsin have been cut away so pulp wood must be shipped from longer distances, giving a disadvantage as compared to mills nearer to the wood supply. Coal is conveniently obtainable, however, because of navigation facilities of the Fox river. It is estimated that more than 175,000 tons of shipping is handled by barge between Appleton and Green Bay annually.

The principal varieties of paper now made here are news print, book, writing, coated book, tissue, lithograph, label, bonds, ledgers, wrappings, mimeographs, manilas, wall paper, and school stationery. Other products made here include farm machinery, building materials, concrete and granite products, meat blocks, paper machinery, paper machine wires, hairpins, paint, ornamental iron and brass, knit goods, automobile bodies, car movers, cheese boxes, paper mill felts, boilers, chairs, canned goods, crepe paper specialties, patterns, soap, toilet preparations, soft drinks, toys, and paper roll plugs.

1885 1932

DODGE
and
PLYMOUTH
Sales and Service

WOLTER
MOTOR CO.

47 Years Continuous
Service to the Community

118 N. Appleton St.
Tel. 1543

Wisconsin
Distributing Co.

Has Served
the Public
Faithfully for
20 years

Wholesale Fruits and
Produce

Tel 3500

MILLER
TIRES

Scheurle
Service
Surely
Service

APPLETON
TIRE SHOP
PHONE 1788
218 E. College Ave.

"Tires Since 1908"

friends
for 35 years

Since 1897 we've been friends—the people of Appleton and the Elm Tree Bakery.

We believe our goods are as fine as it is possible to bake.

We say this as one old Friend to Another.

Elm Tree Bakery

The . . .

VOGUE
• Hat
• Shop

323 W. College Ave.

A Voluminous Task--This Governing of a City

(Continued from Page 9)

concerts, school bands, stock fair grounds maintenance and support of celebrations and maintenance of landing facilities for air mail.

Advent of the automobile has increased voluminously the problems with which the city must deal. The police department was enlarged to handle supervision, arterial and intersection light systems have been installed, parking facilities and regulations have been devised, streets have been widened and added, bridges have been built, much paving has been done for the convenience of motorists and other functions have become a part of administration. Motorizing of the fire department is another accomplishment of recent years, resulting in a minimum of fire losses. The school system has been enlarged considerably, with the two new junior high schools erected in recent years.

New Problems Ahead

Problems of magnitude confront the city officials today. Since the advent of sanitation, the pollution of the Fox river has presented a difficulty that must be solved by a disposal system. Appleton has joined with other cities of the lower Fox river valley in consideration of a metropolitan sewage district and a disposal plant which will eliminate dumping into the river entirely. The senior high school has far outgrown its facilities and study is being given to its enlargement or the erection of a new building. Some of the grade school buildings also are obsolete and consideration must be given to their replacement. There is also constant agitation for a municipal garbage incineration plant and citywide collection system. Agitation also is prevalent for a municipal bathing beach either artificially created in the city, or on Lake Winnebago.

Although the aldermanic system of government is slow moving on matters of city improvement and the people, in this fast moving age, desire that decisions be made quickly and action started instantaneously, the more mature deliberation because of the time ensuing has been a boon to the public many times. Appleton, under whatever system it has operated, has been a well governed city. It has been kept clean and attractive, and its streets are in such shape they are convenient for traffic every day in the year. The pavements are flushed in summer, and a snow removal system is in use in winter that opens all streets to traffi in a few hours' time and disposes of the ac cumulated snow downtown in record time A system of parks has been created serving all parts of the city, and they are being im proved one by one so they will be adde beauty and recreation spots. A municipa golf course also has been provided the public There have never been any public scandal in city government such as corruption o officials. The governing bodies and board have been earnest in their service, and it i due to them as much as the business insti tutions and public-spirited citizens that Ap pleton is today oustanding as a city i which to "Live, Work and Play" and i considered a national model.

HUNT CLUB

The New Sterling by Gorham

Teaspoons $15.00 dozen

A complete service for eight, 76 pieces, in this sophisticated 1932 sterling costs but $192.33 — service for twelve, 112 pieces, only $280.00. Hollowware to match is also moderately priced.

Many articles of silver for gifts and prizes

This store handles only the best at no higher prices

FISCHER'S Jewelry Store

Phone 509

Appleton's Oldest Clothing Store

Established 1898

Offering the Newest in Men's Wear

Matt Schmidt & Son Co.

106 E. College Ave.

Eighteen Years

of insurance service in the same building, and with the same Companies I started in business

John M. Balliet

"The Insurance Man"

Kresge Bldg., Appleton, Wis.

PHONE 22

"I specialize in bonds and can sign them on the spot."

Looking Backward Three Quarters of a Century

(Continued from Page 7)

50. In 1800 there were fifty persons at Green Bay.

Wisconsin became a territory in 1836, after having subsequently been a part of Virginia, Indiana, Michigan, and Illinois territories.

As the fur business gave way to agriculture, it became necessary for the inhabitants of the region to spread out. While thousands of acres of land were available, there was little preference as far as marketing facilities were concerned, for there were none. The Fox river, however, served as a lure because it offered a mode of travel by canoe. The rapids had not been harnessed and the water power was not appreciated.

Wisconsin was admitted to statehood in 1848. Land at that time was selling for $1.25 per acre all rich in timber. In 1851 Outagamie county was set off from Brown county and Appleton was made the county seat.

For many years Kaukauna was the site of the only white man's house between Green Bay and Milwaukee. A mission was established at Little Chute in 1832 and Menominee Indians assisted in clearing the land and establishing farms.

Shifting of Indian tribes and missionary work of Eleazar Williams, who later claimed to be the lost dauphin of France, played a prominent part in the establishment of Appleton. Williams had five thousand acres of land near De Pere and being hard pressed for funds, went to Boston to borrow money from a wealthy easterner, Amos Lawrence, expecting to give his land issued to him on a patent in 1840 as security. Lawrence purchased the land, later deeding it to his son, Amos A. Lawrence. He planned to people this plot with persons of good character, and provide a school for them. The tract became known as the town of Lawrence.

In 1846 the Rev. William Sampson, who had been appointed presiding elder of the Green Bay mission district two years previous, received a communication stating that if there was a certainty of cooperation an easterner would be willing to place a sum of money in the hands of trustees, which, if put out on interest, in ten years would amount to $10,000, and to give in addition, providing that death would not make it impossible, the sum of $1,000 yearly for a period of ten years toward instructors' salaries. If necessary to secure the project, the sum of $10,000 would be paid immediately. These offers were made on the anticipation of similar offers from other sources. The donor wished his identity kept secret. H. Eugene Eastman, who had been employed as Lawrence's attorney, was sworn to secrecy, and the matter was dropped because of lack of confidence. A few months later the offer was made again, this time from another source.

Reeder Smith, a Methodist minister, sol-

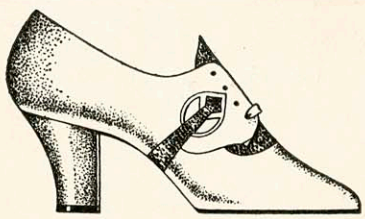
WE feel proud of the fact that we have taken part in the building of a city as fine as Appleton.

WICHMAN Furniture Company

During nearly all of Appleton's 75 Years Galpin's have been known for hardware

A. GALPIN'S SONS

Hardware at Retail Since 1864



HIGH GRADE FOOTWEAR

For Women— Arch Preserver, Peacock, Foot Friend

For Men— Nettleton, Arch Preserver, Nunn-Bush

Pied-Piper for Children

HECKERT SHOE Co.

The Store

iciting aid for Albion seminary in Michigan, appealed to Lawrence for financial assistance. Lawrence refused to extend aid believing the Michigan school ought to be self-supporting, and Smith was given the responsibility of promoting the Lawrence project in Wisconsin.

He communicated with Sampson and Henry S. Coleman, a missionary among the Oneidas, who was living in Brothertown. Land between Green Bay and Neenah was considered, and the site of the present city of Appleton favored because of its natural beauty, accessibility, water power, and good land. Lawrence, however, was not favorably impressed since he wished to establish the school upon the land which his father had purchased to aid a missionary in financial distress. The following year however, he authorized Smith to purchase the land, and the latter secured 149 acres from John F. Meade, Green Bay. This land included all of the present business district of Appleton. The charter incorporating Lawrence Institute of Wisconsin was granted January 17, 1847, and in September of that year the board of trustees was organized. Mason Darling was named president; N. P. Talmadge and H. A. Baird, vice presidents; the Rev. W. H. Sampson, secretary; and Morgan L. Martin, treasurer.

During the years negotiations for establishment of the school were in progress and the approximate location had been determined, the definite site was undecided. George W. Lawe, residing in Kaukauna, and his brother-in-law, John F. Meade, each donated thirty acres of land. This lay between the river and North Union, and Drew streets. In 1874 the college sold twenty acres lying north of College Ave.

The designation of Appleton as the site for the institute brought many settlers here, some of whom came to work on the college buildings. Settlements sprang up in three sections, known as Appleton, Lawesburgh, and Grand Chute. The town of Appleton was named for the father-in-law of Mr. Lawrence and contained 191 acres, bounded by what is now North Division, Union, and North streets and the river. The plat was recorded in January, 1849 but the transfer of lot one in Appleton was made by Amos Lawrence to the college in November, 1848. In 1854 the Samuel Appleton estate donated $10,000 to the college which was the foundation of one of the most complete libraries in the northwest.

W. S. Warner, who had acquired land in Appleton in 1844, came here in 1849 and erected the first hotel.

Settlers had lived on the banks of the Fox river before 1835, but only one family remained here permanently. It was the Hippolitus Grignon family. In 1847 Henry L. Blood brought a few men with him to clear ten acres of land. This was the first agricultural project. Twelve oxen were used to pull the plow, and the tilled land was sown to wheat. The Ezra Thurber family settled in what is now the Third ward in 1848 and it was with this family that the Rev. Sampson boarded when he came here

Schlafer's Have Grown with Appleton

Over 50 Years Ago

Only 1900 Items

(different items for sale)

but today

Over 60,000 Items

(different items for sale)
Equal to about 6 average stores.

Is it any wonder that you can get what you want in hardware at

Schlafer Hdwe. Co.?

115 W. College Ave. Appleton, Wis.

furnishing Appleton with

Quality Furniture

for

Forty-Five Years

BRETTSCHNEIDER FURNITURE CO.

Appleton's Oldest Furniture Store

111-113 W. College Ave. Appleton, Wis.

Established

24 Years Ago

Dry Cleaning
Pressing — Repairing
Rugs Curtains

Badger Pantorium

Cleaners and Dyers

Phone 911 217 N. Appleton St.
APPLETON, WIS.

to make arrangements for clearing the land for the college. The first act in the actual construction of the college was achieved by the Rev. Sampson, who with his brush axe cut the thick underbrush so that those who were to take part in the ceremony of turning over the first spade would be able to reach the spot.

Reeder Smith's family arrived in Appleton in January, 1849. Mr. Smith engaged in real estate business in addition to participating in college affairs. He purchased 166,000 feet of lumber in the northern part of the county which was sawed into boards at the Duck Creek mill. H. L. Blood shouldered the task of making a roadway to Duck Creek over which the lumber could be hauled. Smith advised the erection of a shelter, and John F. Johnston, consequently erected what was the first tavern in the city. He came here from Neenah in August, 1848, and commenced work immediately on his hotel, but it was some time later before it was ready to receive guests.

Reports of the progress in Grand Chute spread to the region to the eastward and long before green grass had ceased to grow under the crude shanties, the region was haled as a metropolis. Framework for the institute was raised July 3, 1849, and on the Fourth John S. Stephens read the declaration of independence in the hall. The settlers held a picnic in honor of the event. The first building was located on the block bounded by College Ave., Lawrence, Morrison, and Durkee streets. It was four stories high and cost $7,000. Thirty-five pupils were enrolled on the opening day.

Early citizens who contributed to the development of the city were Anson Ballard, Daniel Briggs, Theodore Conkey, W. S. Warner, James Phinney, Erasmus Beach, and Samuel Beach.

The industrial development of the city started with the erection of a sawmill by Tracy Bingham in 1849. That year also Col. Blood opened a store. A commission granted to Burr Craft as postmaster at Tayco's Point was recalled and a postoffice was established at Appleton with John F. Johnston the first postmaster. The first consignment of mail was brought to Appleton from Green Bay by William Richards in March, 1849, and consisted of four newspapers and one letter.

Story and Talmadge, contractors, started work of building a crib for the improvement of the river in 1850 and that year H. L. Blood, Judge Meyers, and William Johnston built the first bridge, a foot bridge, across the river. It cost $200 and was for two years the only means of crossing except by boat.

Navigation was not possible all the way from Green Bay to Appleton when the city was established. In 1849 Captain Hanson brought the "Snowbird" up the Fox river as far as Kaukauna where it was hauled out of the water, placed on skids and transferred to Appleton where it was relaunched and sailed to Oshkosh. Work of improving the river was in progress in 1853 and three years later the Ajax worked its way from Green Bay to Appleton where it was

ASK YOUR GROCER FOR

SHANNON BRAND Canned Vegetables

These products are all of the first quality. A trial from your local grocer will convince you of the superior quality of the Shannon Brand.

The S. C. Shannon Co.
Wholesale Grocers

KNOKE Lumber Company
Established 1920
MANUFACTURERS OF
BAND SAWED Hemlock and Hardwood Lumber
Modern Planing Mill Facilities
All Kinds of Fuel Wood
311 N. Linwood Ave.
Telephone 868
APPLETON, WISCONSIN

FRASER Lumber Company
Established 1907
General Mill Work
Cupboards and everything that goes into a house
Masonite Products and Devoe Paint and Varnishes

O. R. KLOEHN CO.
414-416 W. College Ave.
APPLETON
Phone 456
PONTIAC
Sixes and V Eights
G. M. C. TRUCKS
We Service All Makes of Cars

Wholesale Tobaccos Cigars, Candies and Fountain Supplies
Distributors of
WEBSTER
TOM MOORE
LITTLE TOM
CINCO
MASETTO
P & J Tobacco Company
Phone 1879
APPLETON, WISCONSIN

met by the Aquilla. River traffic increased rapidly and by 1857 twenty-four steamers a week were arriving in Appleton. But this mode of traffic was not destined to endure long without competition for in 1856 the grant of land for railroad purposes from Fond du Lac to Appleton was legalized.

Appleton was incorporated as a village in 1853. J. F. Johnston was the first village president. No general tax was levied as the small expense involved in carrying on village business was provided by fines and licenses. In order to execute bonds to finance the railroad, the village had to incorporate as a city, and this was the next step. A charter was granted the city in 1857, when the population was 2,000. Amos Story was the city's first mayor. Other officers were Fred Packard, clerk; Anson Ballard, city attorney; C. E. Bennett, city treasurer; James Gilmore, assessor; Chauncey Foote, surveyor; Jackson Tibbets, street commissioner; and alderman for the three wards, W. H. Sampson, J. C. Brownell, R. C. Bull, E. C. Goff, B. F. Perry and D. H. Bowen.

The first paper mill was established by the Richmond brothers in 1853. The following year the city had two flour mills, the papermill, four saw mills, two lath mills, one planing mill two sash and door factories, one edge tool factory; and a chair factory. At the time of the incorporation as a city lots on College Ave. were selling for $15 to $20 per foot. The real estate of the city was valued at $396,118 and personal property $59,762. The general tax rate was $3 per thousand.

An effort was made at one time to establish a summer resort here. An early description of the city in the interest of its development as a health resort declared it to have a "salubrious climate, enchanting scenery, delightful drives, and beautiful surroundings." The water from the Telulah spring was claimed to have health giving qualities.

Appleton's growth was almost phenomenal. Progress continued, and despite the few periods in its history that growth was temporarily halted, the city was destined to thrive, and definite strides were made in each decade.

What a contrast in the pictures of today and seventy-five years ago! Then a forest, with no homes, no streets, no activity and today a city whose very name is a symbol of prosperity. The little group of huts has expanded far beyond the early boundaries and have changed from crude shelters to comfortable homes. The thriftiness of the founders has been retained in the succeeding generations, for Appleton is a city of home owners where approximately seventy per cent of the residents own their own homes. Modern structures with mechanical appliances undreamed of have taken the place of a few store buildings on the main street and a muddy dirt road has given way to a permanent pavement.

The river which had such an important part in the development of the city serves now practically only for water power, and the railroad too, which spurred on industry, has been augmented by a speedy and convenient system of truck transportation. Even today the city is not standing still, for the desire for industrial and cultural development and the confidence of the founders continue as dominant elements in the citizenry of 1932.

FOR OVER 50 YEARS THE
Meyer-Seeger Music Co.
"The Home of the Steinway"
(Established 1880)

has served the Musical Needs of Appleton and vicinity—conscientiously and efficiently. Selling only instruments of the highest qualities and recognized standing in the music trade at prices consistent with such quality, this firm has established for itself an enviable reputation in Musical Circles throughout the Fox River Valley.

Any instrument sold by the MEYER-SEEGER MUSIC CO. must be right; if not, it will be made right. This slogan has been rigidly adhered to, so that customers can buy with perfect confidence. The firm is exclusive representative for the following well-known pianos and radios:

PIANOS

STEINWAY
KURTZMANN
EVERETT
HADDORFF
LESTER
GULBRANSEN
CABLE

RADIOS and PHONO-COMBINATIONS

STROMBERG-CARLSON
RCA-VICTOR
HOWARD
BOSCH and
GULBRANSEN

It also carries a complete stock of Victor, Columbia, and Brunswick Records—Violins—Conn Band and Orchestra Instruments—Sheet Music, standard and popular. Piano Tuning a Specialty.

REPAIRS ON ALL INSTRUMENTS EXPERTLY MADE.

Van Dyck Coal Co.

COAL COKE
WOOD

WHOLESALE AND RETAIL

1905 W. Wisconsin Ave. Phone 5900

APPLETON, WIS.

Mueller Cabinet Shop

REBUILDS, REPAIRS, and REFINISHES
OLD FURNITURE

WE SPECIALIZE IN ANTIQUES

313 E. Washington St.
Call 2222