

Now & Then in Ripon ... Looking back with the Ripon Historical Society

Advertising calendars date back to the mid-1800s

The new year gives local companies the opportunity to present their clients with a calendar featuring their name and promotional information.

Since calendars last for a year, this has traditionally been a good way to increase awareness of their company and remind people of their services.

Advertising calendars were first seen in the United States in the mid-1800s. By the 1870s, newly developed techniques of chromolithography enabled the calendars to be printed with brightly colored images.

In today's world of online cal-

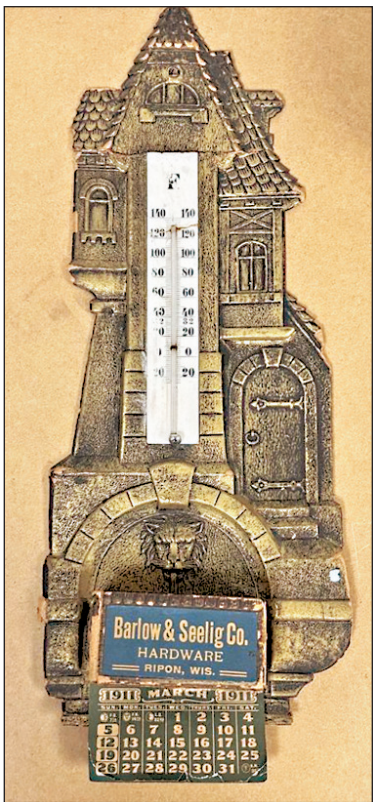
endars and calendar apps, paper calendars are not as popular as they once were as an advertising medium. However, with the availability of custom printed calendars and calendars targeted to personal interests, they still are found in many homes and offices today.

Featured here are some promotional calendars found in the

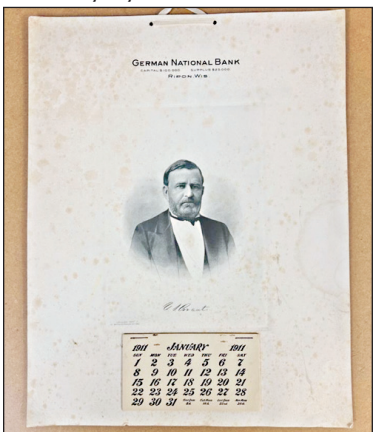
collection of the Ripon Historical Society.

The Ripon Historical Society is the oldest continually operating historical society in Wisconsin. It is open Fridays and Saturdays 10 a.m. to 1 p.m.

For more information follow us at Facebook/riponhistory or www.riponhistory.org.



WHEN THIS three-dimensional calendar featuring a thermometer was given to Ripon residents in 1911, Barlow & Seelig Co. Hardware was located at 214 Watson St., where Farrell's Fine Furnishings is found today. The hardware store was started in 1893 by Joseph Barlow Jr. (1859-1942) and John Seelig (1865-1959). Barlow & Seelig started making washing machines in 1908 and has grown into what is now known today as Alliance Laundry Systems.

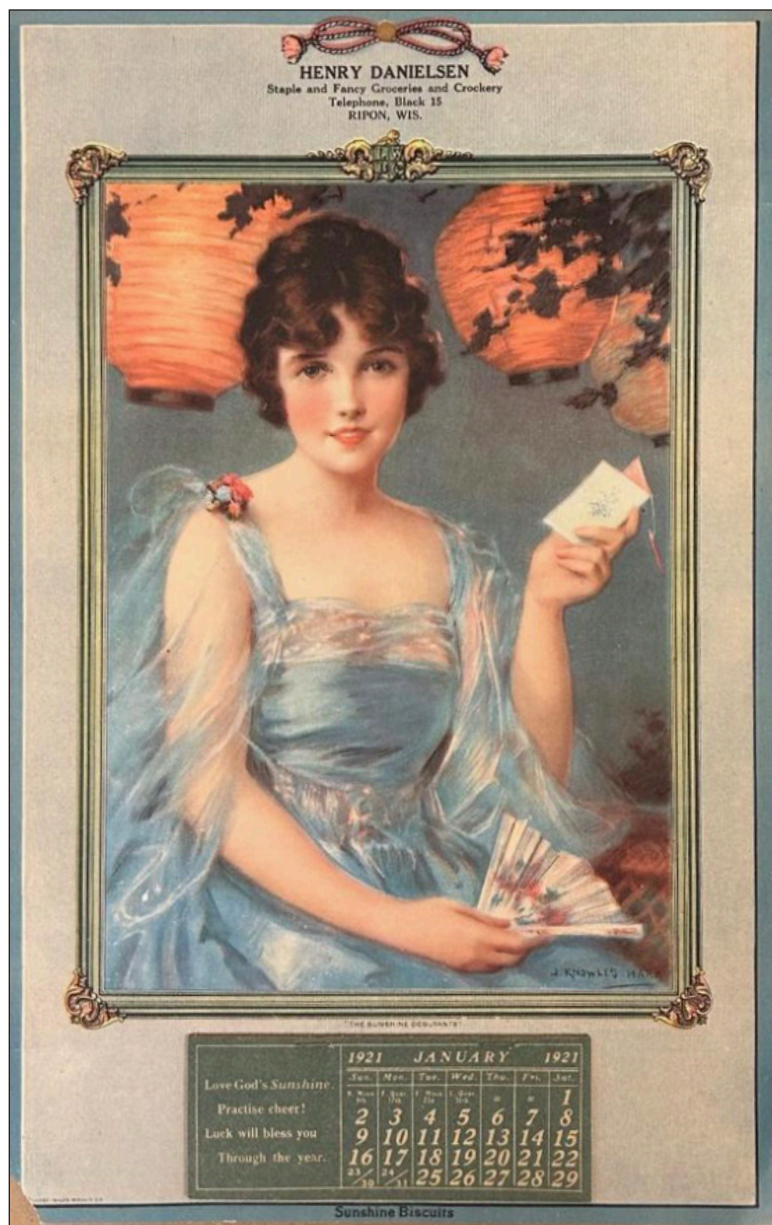


THE 18TH president of the United States, Ulysses S. Grant (1822-1885) is featured on this 1911 calendar from the German National Bank. Opened in 1890, the bank changed its name to the American National Bank of Ripon during World War I. The calendar notes that the bank's capital is \$100,000 (equal to \$2,318,957 today) and its surplus was \$25,000 (equal to \$829,740 today).

*submitted
photos*



RIPON SUPPLY CO. gave out this colorful calendar in 1938. Note that there is no address listed for the business. Ripon had a population of approximately 4,500 people at this time and it was assumed that people knew a business's location. The 1938 Ripon Telephone Directory lists the business at 113 Blossom St.



THIS 1921 CALENDAR advertises the Henry Danielsen store and features the information, "Staple and Fancy, Groceries and Crockery." Note the telephone number of "Black 15." At this time telephone operators connected calls and it was not until 1962 that Ripon received the 748 prefix and 414 area code for telephone numbers. It was after this time that people could make calls themselves using a seven- or 10-digit number. Besides owning a store Danielsen (1862-1934) was the city treasurer for 18 years.



THIS 1909 CALENDAR was from Dr. William F. Schwiesow, (1880-1944). Schwiesow lived at 215 Blackburn St. and was a veterinarian for 43 years in Ripon. He converted the barn next to his residence into an animal hospital. Schwiesow's son, Carleton (1910-1993), took over the family veterinary business, retiring in 1963.



H. LUETKE & Son was a store owned by Herman Luetke (1876-1948) and his son Harry. Luetke started in the tobacco business in approximately 1892 and worked for Frank Gruetzmacher (1868-1937), who owned a tobacco store at 227 Watson St. for 50 years. After Gruetzmacher passed away Luetke purchased the business. In an odd twist of fate, Luetke died on Feb. 1, 1948, just a month after this calendar started. Ripon Telephone Directories list the Luetke Tobacco Store at 209 Watson St. until 1972.