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A two million dollar splash - and 10 more six million dollar splashes coming!

[s.l.]: [s.n.], 1942

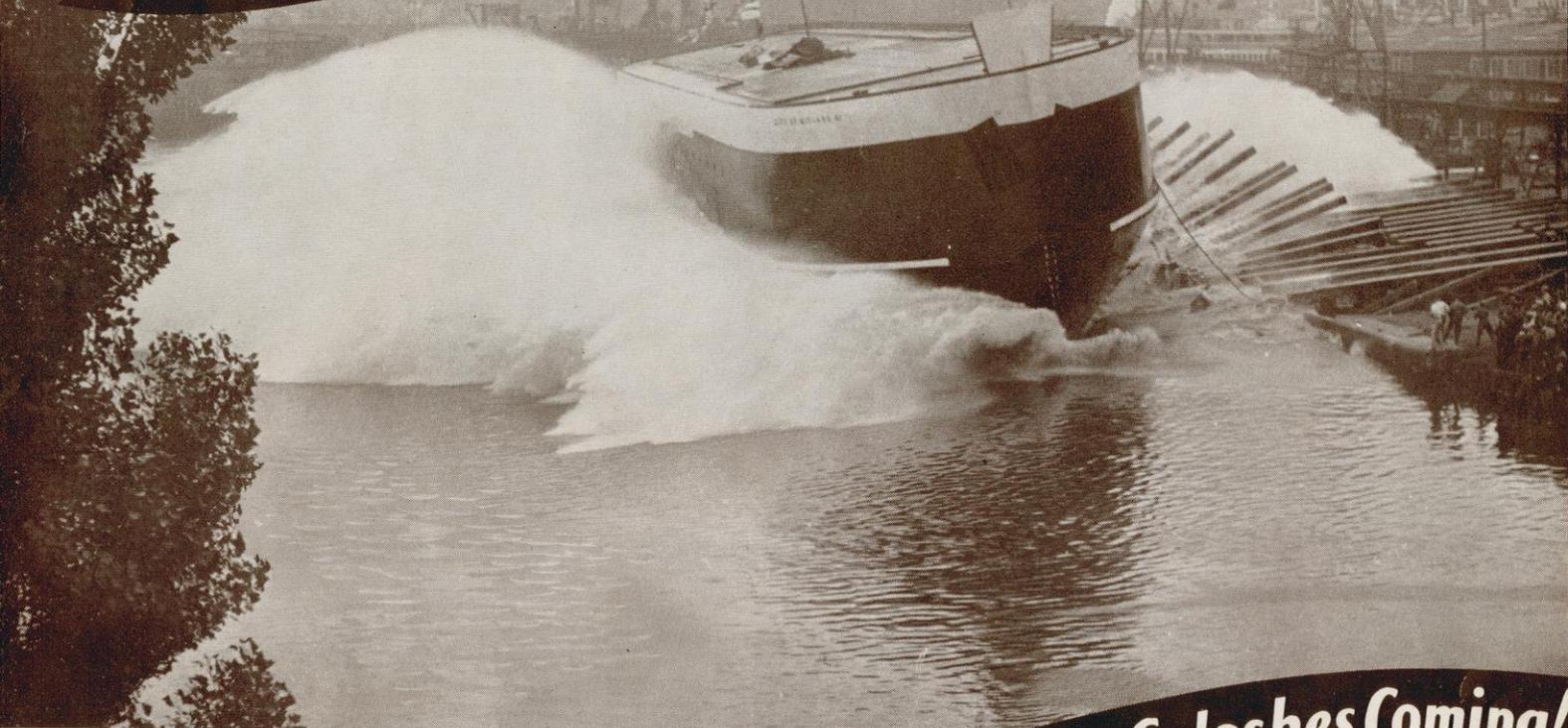
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A Two Million Dollar Splash -

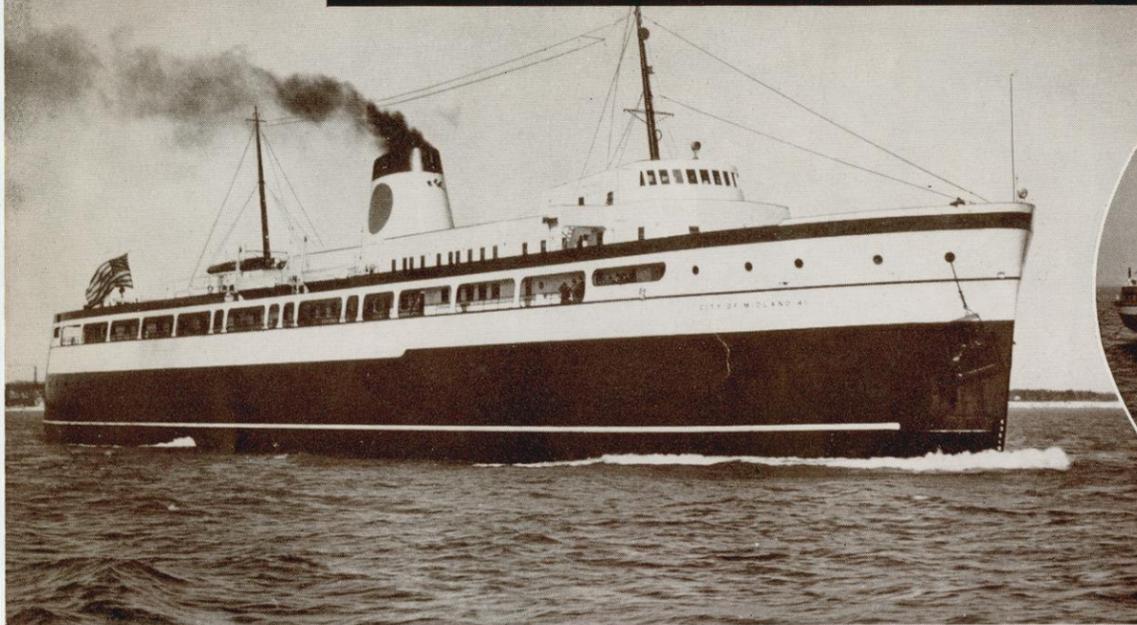


and 10 More Six Million Dollar Splashes Coming!

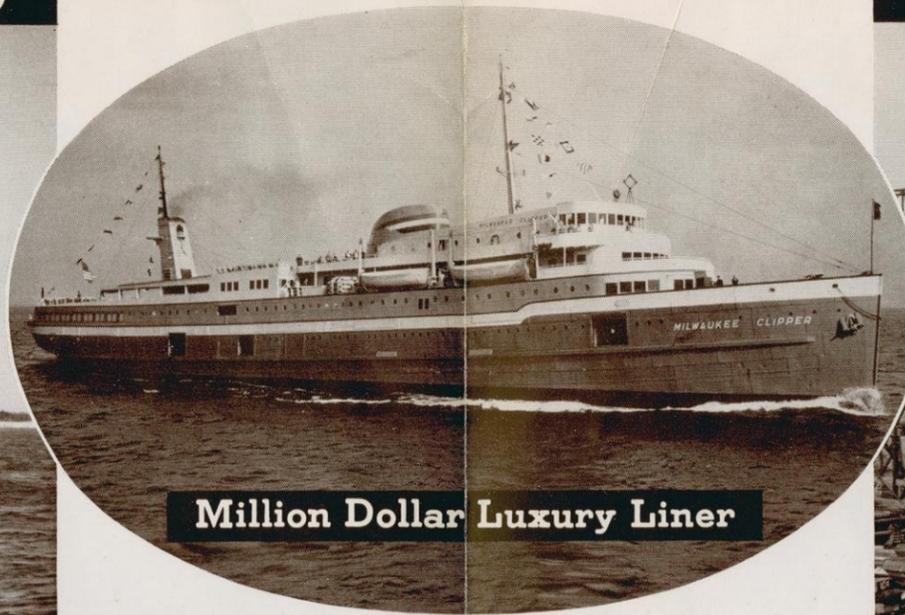
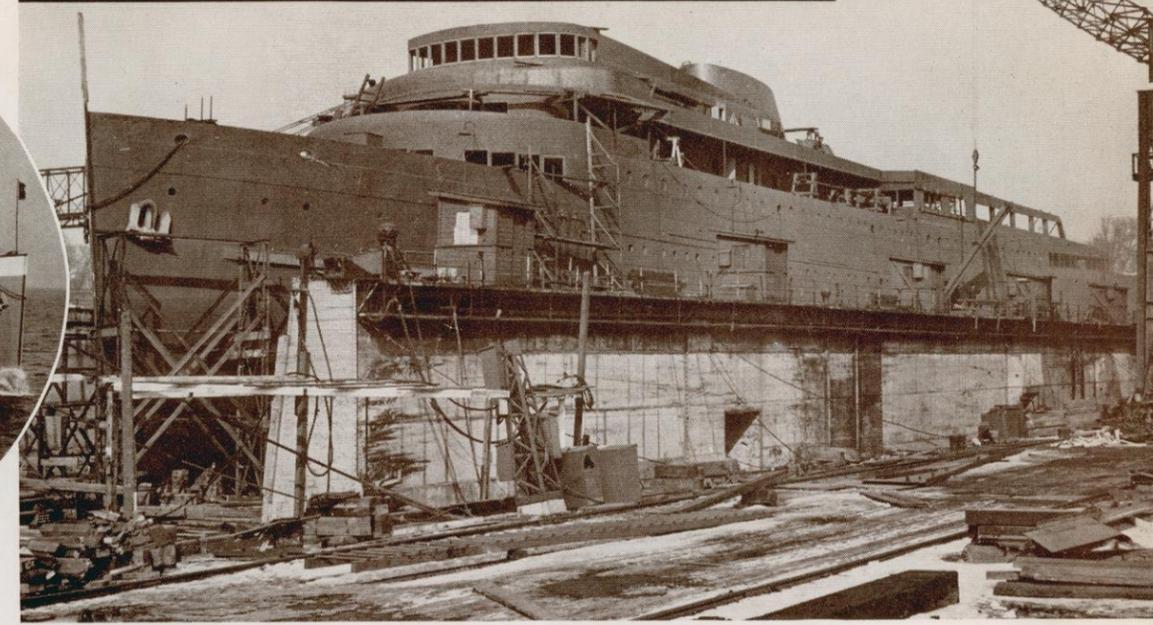


in the brightest industrial center in the
Middle West --- Manitowoc
Wisconsin

World's Largest and Fastest Carferry



Building the S. S. Milwaukee Clipper



Million Dollar Luxury Liner

Here's What They're Doing For Manitowoc

MANITOWOC, WISCONSIN is the home of the largest shipyards on the Great Lakes, builders of all the splendid vessels shown on these pages, now at work on a \$60,000,000 contract for ten large submarines. Word has come from the Navy that this is only the start of the Manitowoc submarine building program. A second local shipyards is building fourteen mine sweepers and two sub-chasers . . . all in a city which is also the aluminum ware manufacturing center of the world, the home of the world's largest milk condensery, the world's largest barley malting plant, and the only cement plant in Wisconsin.

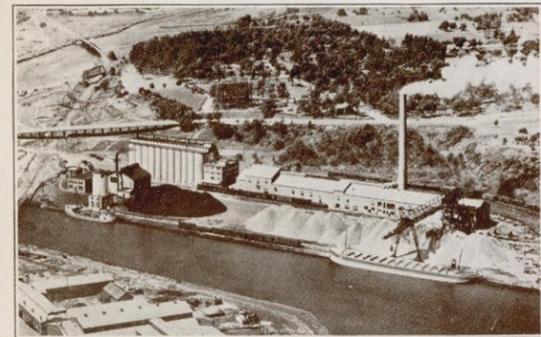
Many of the 55 other large and small local manufacturing establishments are engaged in production of war materiel, the total value of all contracts for war goods being in excess of \$70,000,000!

Not included in this tabulation is a contract for shell cases to a value of 4 to 5 million dollars annually, as its total value is governed only by the duration of the national war effort. Nor can an "educational" order of 30 more naval craft to a value of \$2,225,000 be included, since the formal award of the contract has not yet been announced. In fact, announcement of this and other pending contracts for the sinews of war may never be made to the public, being military secrets.

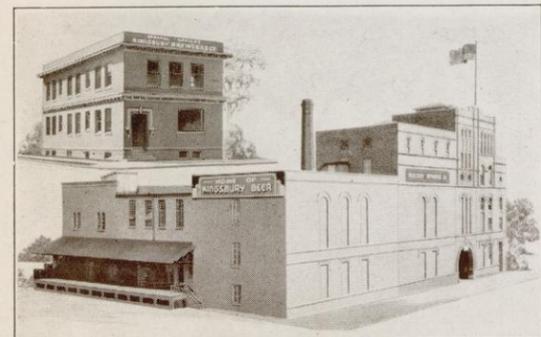
MANITOWOC saw its start in this world in the year 1836. Investors from the east during the land speculation of that era thought so well of the sheltered bay on the west shore of Lake Michigan that they laid out a site for a new town. It was incorporated as a city in 1870.



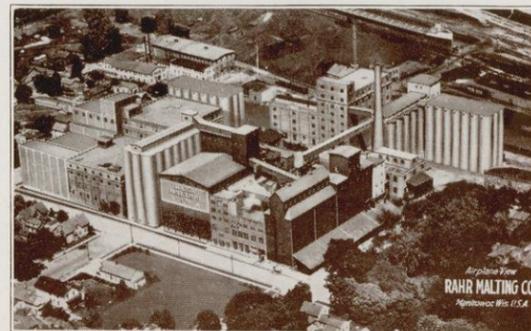
ALUMINUM GOODS MFG. CO.
Now in full time production of Army munitions.



MANITOWOC PORTLAND CEMENT CO.
Only cement plant in Wisconsin



KINGSBURY BREWERIES CO.
Makers of Kingsbury Pale Beer



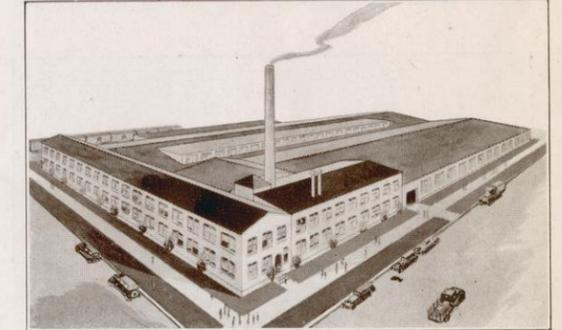
RAHR MALTING COMPANY
World's largest malting plant.



NATIONAL TINSEL MFG. CO.
World's largest manufacturer of tinsel.



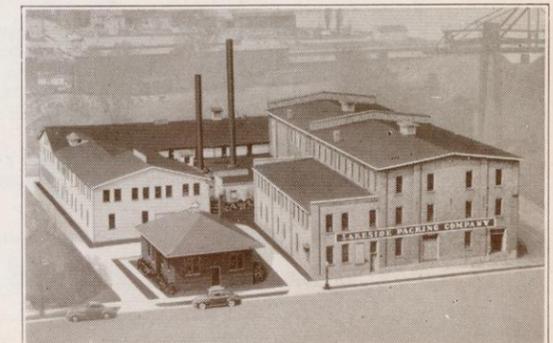
WHITE HOUSE MILK CO.
World's largest producer of condensed milk.



INVINCIBLE METAL FURNITURE CO.
Nationally famous metal furniture and fixtures.



ALUMINUM SPECIALTY CO.
Now in full production of war supplies.

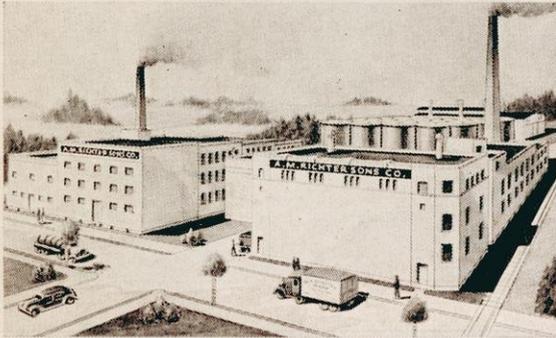
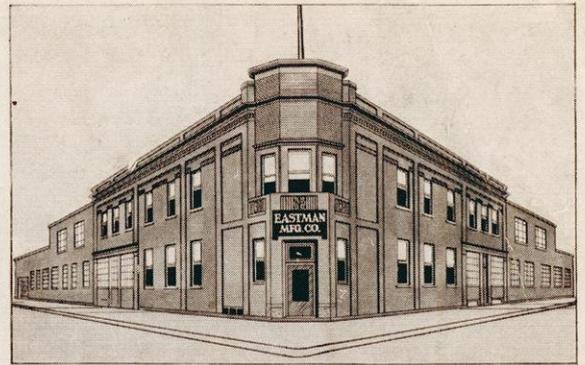


LAKESIDE PACKING CO.
Home of Lakeside Brand Canned Vegetables



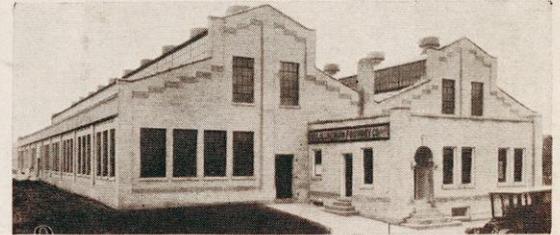
Bleser
Brewing Co.
Manitowoc
Made Beer
is Famous
from Coast
to Coast

Eastman Mfg.
Co. World's
largest
exclusive
producer of
Patented
Couplings



A. M. Richter
Sons Co.
White and
Cider Vinegar
Baker's
Yeast

Wisconsin
Aluminum
Foundry Co.
Makers of
All-American
Pressure
Cookers



Kieckhefer
Container Co.
Corrugated
Shipping
Containers

Heresite and
Chemical Co.
Corrugated
Varnishes,
Enamels
and Plastics



Growth of Industrial Activity in Manitowoc, the Busiest City in the Middle West

Industrial Activity Indices:	1940 Weekly Average	1941 Weekly Average	% Increase of 1941 over 1940	April, 1942 Weekly Average	% Increase of Apr. 1942 over Year 1940
PAYROLLS	\$115,400	\$175,900	54%	\$339,600	194%
WAGE EARNERS	4,470	5,880	31%	8,240	84%

Manitowoc, Wisconsin — Population 24,404 (1940 census), 26,000 1942 est.; Trade area, 81,612. Number of families, 7,136; Retail stores, 415; Dwellings, 6,767 (1940); Assessed valuation, \$41,364,960; Bank Clearings \$20,361,263; Telephones, 6,124; Light meters, 7,675.

Percentages of increase are meaningless if they merely show a gain over below-normal conditions. It must therefore be strongly emphasized that Manitowoc has always been a prosperous community in the midst of Wisconsin's rich dairying region on the shores of Lake Michigan. As early as 1939, Manitowoc was paying the highest per capita state income taxes in all Wisconsin.

Although Manitowoc ranks 15th in population among the cities of Wisconsin, it ranks 6th or better in industrial payrolls, and high up in general payrolls. Local industries alone employ over 8,200 wage earners whose weekly earnings rank well above the average for the state. Industrial and general payrolls continue to soar.

Manitowoc last year set an all-time high in new home building. In addition to the record of 138 privately-built homes, the Government erected new homes for 400 families of war industry workers. While city population was 24,404 for the 1940 census, competent authority has set the present population at over 26,000.

Manitowoc the county seat of Manitowoc County has a County Normal Training School, an Accredited Business College, a

Central High School, two Junior High Schools, a Vocational School, seven public and eight parochial elementary schools, eighteen churches representing eight denominations, nine parks, an airport, two railroads, two ferry lines, numerous truck and bus lines, two golf courses, a public library, and gas, water and electric utilities. The city also has a daily newspaper, radio station, museum, hospital, a building and loan association, and four banks and trust companies.

..... Manitowoc is a Good Place in Which to Live, Work and Play