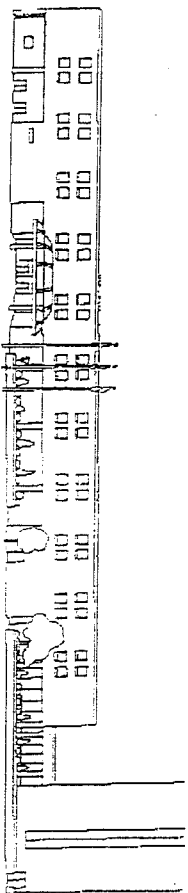


- 201 W. College**
Built - 1871
Architect - Williams Waters
Style - Italianate
Keystoned windows with window hoods, strong cornice, brick pilasters.
Site of original 1st National Bank, vault still visible.
- 203 205 W. College**
Built - 1871
Architect -
Style - Victorian Commercial
Builder - Herman Bissig
National Register of Historic Places
- 207 W. College**
Built - 1885
Architect - Charles Howe
Style - Flemish Revival with 2nd Empire Mansard Roof
Builder - Gerhardt Kamps
National Register of Historic Places
Original use - Harness shop
- 211 W. College**
Built - 1930
Architect - James E. Larson
Style - Art Deco
Builder - Albright Construction (renovation)
Original use - Gibson Auto Exchange, owner Alenor Gibson
Notable features- original facade including garage door. Black Carrera glass, and use of pineapple - welcome symbol. Historic pictures on display in restaurant.
- 215 W. College**
Built - 1883
Architect - William Waters
Style - Victorian Commercial
Builder - John Nicholas
Original use - Farmer's Hotel
Excellent example of Victorian commercial building. Pronounced cornice with Queen Anne detailing in upper caps. Windowhoods are ornate with decorative flower motif. Original hotel burned down in 1879, but was quickly rebuilt in same year.
- 221 W. College**
Style - Contemporary
New construction, very nice elements in it's design. Rhythm of windows with keystone.
- 2nd floor housed Appleton Post.**
note lion heads high on the facade represent "the roar of truth."
- Notable features keystones with -
carved flowers and cornice.

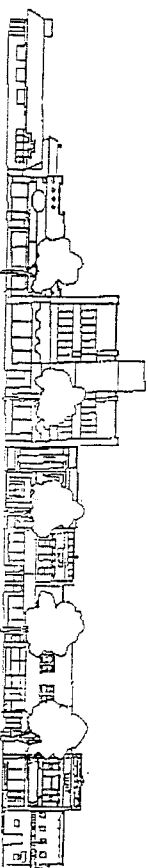


300 W. College
Paper Valley Hotel



- 409 W. College**
Style - Victorian Commercial
Upper floors illustrate of cornice with brackets, Gothic peak with elements of Queen Anne style.

- 411 413 W. College**
Style - Late 1920's commercial building
Cornice relatively non-descript. Blue Carrera glass, window capstones, rusticated brick and simple decoration.



- 511 W. College**
Style - Prairie Style
Uses the diamond motif in cornice and some stone work on either side of columns.

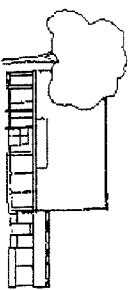
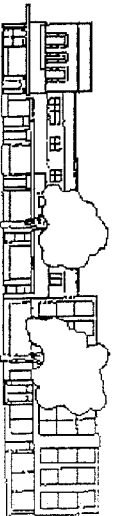
- 519 W. College**
Built - 1910

- Style - Neo Classical
Original use - Outagamie County Bank

- 513 517 W. College**
Style - Modern
Well known years ago for the large clock on middle panel, clock was designed by Tom Dietrich for Wichman Furniture Store.

- 531 W. College**
Style - Victorian Commercial
Red brick, rusticated capstones, cornice with a pediment, but illustrates an earlier 1940's infill of windows with glass block.

- 523 W. College**
Style - Victorian Commercial
Stonework above windows all one piece of stone. Cornice has both dentils and brackets and a pediment.



- 601 W. College**
Style - Modern
Brick with terra cotta decoration, rosettes near entrance, windows framed in stone.

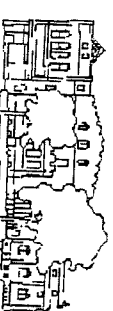
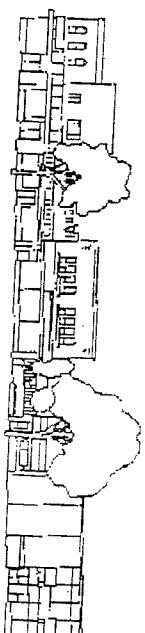
- 613 W. College**
Style - Contemporary
Striking use of wood and glass with pebbled stone. Good illustration of how Hoffer is plying their trade.
Hoffer was 1st type of home improvement company.

- 603 W. College**
Style - Modern
Features are late 1940's with small windows in upper story. Maroon Carrera glass and show windows.

Observing Eye Tour of DOWNTOWN APPLETON

*When doing the tour it is best
to stand on the opposite side of the street*

North side beginning at Drew Street



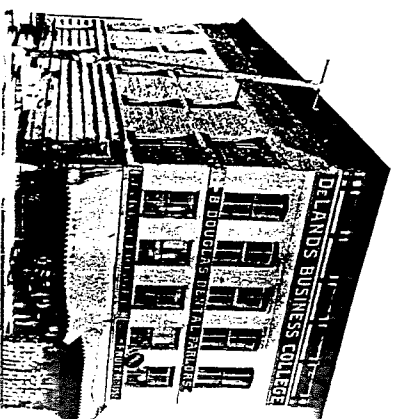
- 330 Outagamie County Historical Society**
Built - 1923
Architect - Leenhouts & Guthrie, Milwaukee
Style - Norman Revival
National Register of Historic Places
Original use - Masonic Temple, only building built by the Masonic order in Appleton.
OCHS moved into the building in 1985. Interesting interior and displays. Tom Dietrich stained glass windows in the Stekman Room. Houdini exhibit in Egyptian Room.



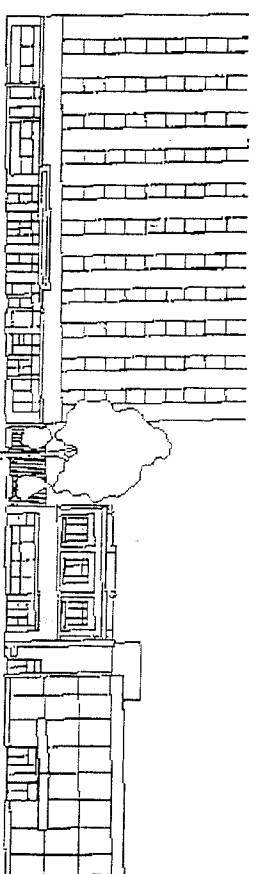
- 200 E. College**
Built - Original building 1882
Architect - Charles Howe
Style -

- Builder - W.S. Werner and H.W. Meyer
Original use - Housed a German language paper, *Appleton Volkfreund*. (See Appendix)
W.A. Close - since 1956, fire destroyed building 1981
Built - 2nd building 1981
Architect - Zimmerman Design Group

- Style - Contemporary design that includes historic elements, windows, columns and a new cornice to the top of the building, keeps in scale and rhythm with other buildings on this block.



- Burger King**
Built - 1857
Architect -
Style - Italianate
Original owner - C.G. Atkins
Original use - general store
The first three story building in the city and is one of the oldest buildings in Appleton. The Avenue Mall was built around it.
- Note strong cornice with brackets, simple windows, made from native stone from area. Built with limestone taken from the Fox/or Dale quarry. The use of stone slabs standing on edge along the Oneida Street exterior is another unusual feature.
- Refurbished in 1878 by Lewis Bates for Appleton's first dentist, Dr. Byron Douglas (Douglas was a cousin of the famous orator Stephen A. Douglas). Third floor was used for meetings of early social and religious groups, as headquarters of Deland's Business College in 1872.



- 218-220-222 Aid Association For Lutherans (AAL)**

- Built - 1952, 1st part, 2nd addition dedicated 1966
Architect - East section, Crain & Ferguson, Boston
West section, Hoyle, Doran & Berry, Boston

- Style - International
Builder - East section, Turner Co. New York City
West section, Oscar Boldt

- Original use - Home office for AAL
Notable features are the red marble columns (pilasters), under windows. Yellow face brick, terra cotta, Wausau red granite. Metal panels under windows.

- Landmark building - tallest building in Appleton. Ten stories high, and 3rd skyscraper. (1st - Main Hall, 2nd - Zuelke Building).

- 200 Bank One**
Present Building
Built - [1963]

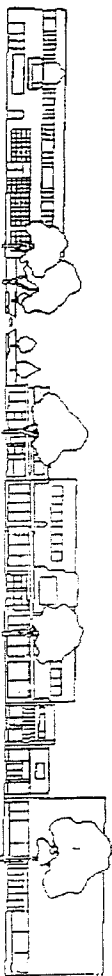
- Architect -

- Style - Contemporary
Interesting thing with this building since it faces south, it incorporates a glass sheet facade and allows for sunlight to be used for solar heat, which makes this a passive solar building.

- Original Building
Appleton's first theater with a stage was known as Berschey's Hall, located on the second floor of the Berschey Building. Herman Eib bought the building and remodeled it into a real opera house at the cost of \$10,000. The grand opening was held in December, 1882.

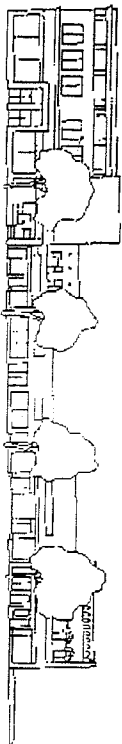
*Street drawings provided by Richard Masters of Appleton
Appleton Heritage Society prints a monthly newsletter,
for more information call 414-830-3430*

South side beginning at Drew Street



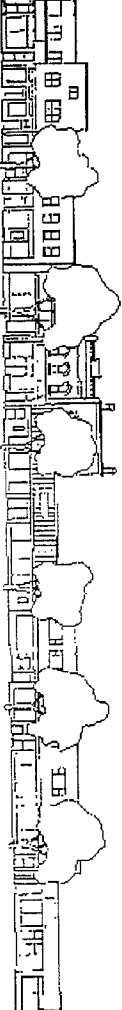
344 W. College
 Built - [1941]
 Architect -
 Style - Art Moderne
 Smooth, rounded corner, giving it a streamlined appearance. Was the Viking Theater for many years. Building has many levels below ground.

318 W. College
 Built - [1949]
 Architect -
 Style - Art Moderne
 Original use - Sears Store
 Note very streamlined, smooth building. Windows occur in bands. There is a long band right above store front in aluminum. Canopy.



426 W. College
 Built - 1905
 Architect -
 Style - Neo-Classical Building
 Was Gloudeman & Gage Department Store

It has some elements that are very descriptive of buildings constructed around 1905-1910, the upper cornice shows some column work and its Neo-Classical in it's tabature (engraved surface) which is the basic banding which runs across the top of the building.

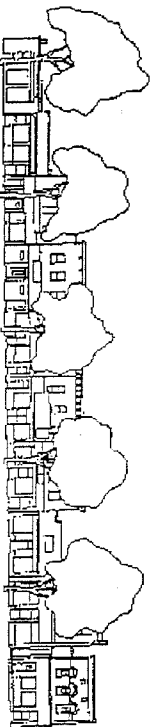


522 W. College
 Built - 1894
 Architect -

Style - Victorian Commercial
 Keystone windows with wooden caps, carved with abstract flowers, banding, use of terra cotta that runs through the top of building. Cornice, two square pilars on roof line. Sawtooth band of brickwork below cornice.

514 Coventry Glassworks

Built -
 Architect -
 Style - Modern
 Picturesque, white brick, show windows, metal slope overhang. Part of the building is Victorian with keystone windows, carved wooden hoods, cornice, three small windows. Crowns at corners.



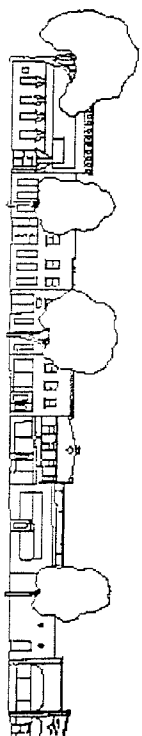
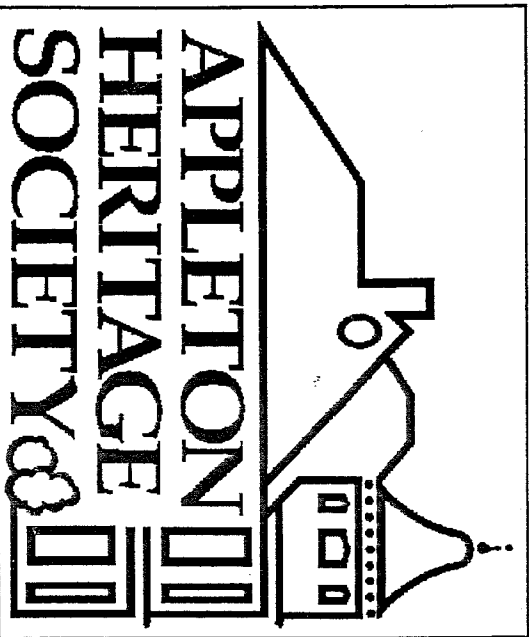
This block is know as the "flat iron" block, lower end of commercial district

604 W. College
 Built - 1880, destroyed by fire rebuilt 1942
 Architect -

Style - 1940s Commercial Building
 Represents a good example of 1940s building. windows bring you to the door. Geometric facade. Historical pictures of earlier buildings displayed in store.

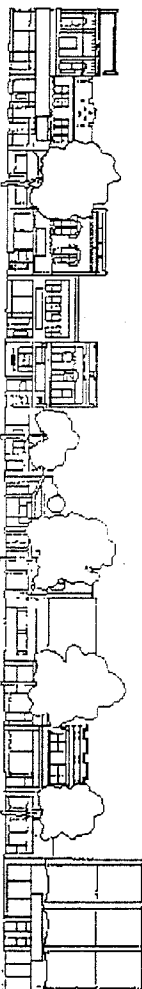
600 W. College
 Built -

Architect -
 Style - Victorian Commercial
 Utilizes brickwork to the cornice. Cornice on this building is lost. Horizontal sawtooth brickwork between windows.



303 E. College
 Built - 1983
 Architect -
 Style - Contemporary
 Builder - Ross Construction
 Original use - Pat Ross Women's Apparel.

Well designed building that fits in with the scale of other buildings on the block.

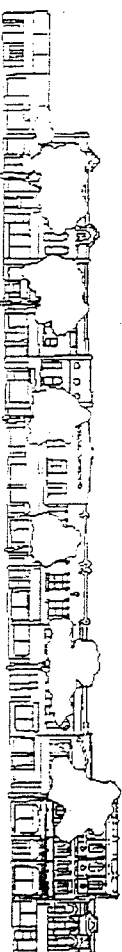


233 E. College
 Built - 1885
 Architect -

Style - Second Empire Mansard
 Builder - Marcus Lyons
 Original use - cigar factory and store, also a candy manufacturing company. Building was fitted with electricity, gas and had an elevator. Remodeled in 1923 for Langstad, Inc.
 Upper cornice is made to look like roof, terraza entry. This is just a shell of the original elegant building. A bay window had been in the center of the upper floor, and crowning the top of the existing pediment was a flying pig.

211-209-207-201 Gabriel's

(211) Style - Modern
 (209) Style - Prairie Style Commercial
 Utilizing diamond motif with unusual pattern. Paring of windows on 2nd floor. Original transom above store front windows.
 (207) Style - Modern
 (201) Built -
 Architect -
 Style - Victorian Commercial
 Behind the metal facade is an elegant building. Was the Odd Fellows Hall.



135 E. College
 Style - Contemporary
 Plaque indicates Edna Ferber's encounter with Harry Houdini.

119 117 E. College
 Built 1874, remodeled 1928
 Style - Prairie Style
 Original use - restaurant & saloon
 Plaque "Houdini's father, Rabbi Samuel Weiss conducted 1st services upstairs in the 1870's."

129 127 E. College

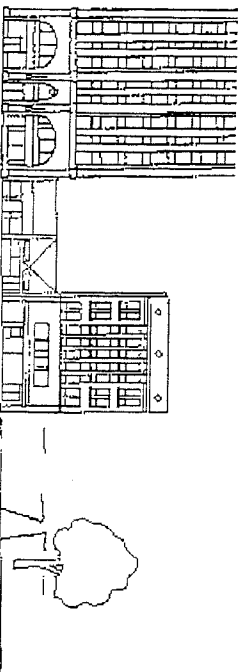
Built - 1873
 Architect - William Walters
 Style - Gothic Revival
 Builder - John Worren & William Warner
 Original use - grocery store
 Facade is marked with 4 Ws representing original owners. Note keystone windows with transoms, cornice and gables.

103 E. College

Built - 1882
 Architect - Charles Hove
 Style - Facade changed to Neo Classical 1930
 Palladium windows, Terra cotta shields in panels.
101 E. College
 Built - before 1871
 Architect - Charles Hove
 Style - Italianate Commercial
 Builder - George Kriss
 Strong cornice and gable with polychromatic brick.

121 E. College

Built - 1871
 Style - Eclectic
 Green plastic tiles, unusual round windows on top story.



103 Zuecke Building

Built - 1850's
 Rebuilt - 1881
 3rd building - 1930
 5 more floors added - 1930
 Style - Tudor Revival
 Original use - Insurance Services and Masonic Lodge.
 2nd building - Commercial Bank and Lodge.

Mr. Zuecke was a banker by trade but loved music as seen by the decor throughout the building.

Interior: Marble, bronze elevator doors with open scenes, bronze lanterns, grill work, granite and corinthian pillars. Note the numerous ways I over Z appear throughout the inside on floors 1-5, and outside panels from 7 upward.

You have to go into the building to appreciate the beauty of it and see the fossils in the marble panel by the Barber Shop.

Houdini Plaza and Appleton Center
 Notable features of this area:
 Plaque indicating the site of the building where he lived as a child.

Meamorphosis sculpture by Appleton artist Dick Wolter.
 Doug Hemming performed the Meamorphosis "trick" here a year after the dedication of the sculpture.

The Clock was from the old Kamps Jewelry Store. It was removed in the mid 60's when College Avenue was widened and updated. A concerned Appletonian picked up the clock that was destined for the junkyard, stored it in his garage. Now years later its back on College Avenue.

Aurora: 60 feet long and 10 feet high is a band of glass that subtly and swiftly changes color. It's a spectrum of sun-borne light. This is visible when you approach College Avenue from the south or Skyline Bridge.