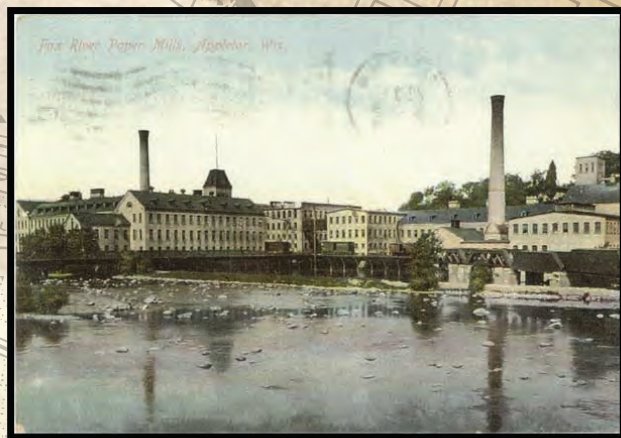


Fox Trot Trail



City of Appleton's
Historic Walk



2.2 Miles

16 Destinations

FOX TROT TRAIL



Welcome to the City of Appleton's self-guided Fox Trot Trail Walk. This scenic two mile loop of Appleton's downtown and riverfront will highlight some of Appleton's rich history and the beautiful Fox River. Heavily tied to the north flowing Fox River and the paper industry, many of the sites along the trail have histories that are intertwined and helped to make Appleton the wonderful place it is today.

How it works:

Find the trail, marked by fox paw prints on the sidewalk and follow them to the fox head logo painted at each stop on the trail. Read about the 16 points of interest in this brochure or on your device using the QR code below.



1. Houdini Plaza

121 W. College Ave.

Arguably one of Appleton's most popular landmarks, Houdini Plaza is named after the famous magician Harry Houdini. A plaque in the plaza marks the approximate location of Houdini's boyhood home. A clerk at the original Waverly House hotel at the corner of Appleton and Lawrence streets reportedly taught Houdini his first trick. A bust of Houdini featured on the History Channel is located in the park. Look the bust over carefully to find the hidden key.

Houdini Plaza hosts a Saturday morning farm market and Thursday afternoon/evening concert series throughout the summer.

Check www.appletondowntown.org for the calendar of events.





2. Zuelke Building

103 W. College Ave.

The first building on this site had two stories, housing a feed store and drug store. A third level was added in the 1850's and was home to the Masonic Temple. In 1875, the entire building was destroyed by fire. In 1880, a three-story building housing a hardware store, a bank, the Masonic Temple and some offices was constructed. In 1926, it was purchased and remodeled by Irving Zuelke for his music store, a bank and other businesses. This brick building burned two years later in sub-zero weather which made battling the fire difficult.

When Irving Zuelke began to rebuild in May 1929 he was determined to have a fireproof building. The seven floors were constructed of steel, marble from Tennessee, stone and brass. It was completed in 1931. The marble and some of the fixtures had been ordered for a local church, which couldn't afford them, so he purchased all of the materials, giving the office building a unique style.

Many fossils can be found in the marble, especially in the area near the elevator. The building had doctors and dentist offices, clothing stores and beauty parlors, stock brokers and law offices, his music store, and even a broadcasting studio on the mezzanine level.

As downtown Appleton grew, more office space was needed and five more floors were added to the Zuelke building. This expansion was completed in 1953, making it the first "skyscraper" in Appleton.





3. Site of Edna Ferber's Interview with Harry Houdini

135 E. College Ave.

In July 1904, Edna Ferber, a Pulitzer Prize winning author, encountered Harry Houdini in a drug-store on College Avenue. She took the occasion to interview the famous entertainer, and her account of the meeting was published in the Appleton Daily Crescent on July 23, 1904. The article can be read here: www.apl.org/node/1011

It is said that as she finished interviewing Houdini he dropped a lock into her hand from the candy machine that he had been leaning against. He said, "Here's the padlock to the candy machine, better give it to the drug store owner or everyone will steal his chewing gum." Ferber reportedly commented that she had never even seen his hands moving to pick the lock. After the interview she walked across the street to the Appleton Daily Crescent and wrote her story.

Edna Ferber, was born in 1885 in Michigan. She moved to Appleton in 1897 at age 12, when her father started a general store called My Store in the center of Appleton.

She was a writer at an early age, becoming editor of the Ryan High School Clarion. Her senior essay was so impressive that the editor of the Appleton Daily Crescent offered her a job as the paper's first female reporter, though she was only 17. She went on to write for the Milwaukee Journal, then for national magazines.

Some of her early stories are set in Appleton. She began to write novels, won the Pulitzer Prize and became known as "the greatest American woman novelist of her day." Some of her novels were made into musicals and films.

(APL biography <http://www.apl.org/book/export/html/874>)





4. History Museum at the Castle

330 E. College Ave.

The History Museum at the Castle is owned and operated by the Outagamie County Historical Society (OCHS). The museum hosts national and local events and exhibits, along with collections of history of the Fox Valley dating back to the 1840's.

Originally built in 1923 as a Masonic Temple, the Museum boasts a Norman Revival architectural style and has many features modeled after medieval castles and churches. It was sold to OCHS in 1985.

The Museum maintains artifacts and archival materials that document the social, cultural, economic and technological history of the Lower Fox River Valley and Outagamie County. International and national figures with ties to the area, such as Harry Houdini, are also represented with materials that shed light on their lives.

Museum Hours:

Tuesday through Sunday
11 AM to 4 PM
Closed Mondays
and Major Holidays.

Website: www.myhistorymuseum.org



5. Lawrence University Main Hall

501 E. College Ave.

Lawrence University's primary benefactor, Amos Adams Lawrence, preferred that the first building at Lawrence University be built of the red brick popular in Boston. But the local clay was inadequate for bricks, so the building – which came to be known as Main Hall – was constructed of gray stone.

The cornerstone was laid on June 28, 1853, the day after the inauguration of the college's first president, Edward Cooke. Until the late 1800s, Main Hall served as the college's only building and originally housed classrooms, a chapel/auditorium, meeting rooms for student organizations, residences for male students, and the college library.



The academic center of the Lawrence campus, Main Hall has also served as a backdrop for historic events in the Appleton community.

During the Civil War, Main Hall was used as a meeting place for debates, rallies, and aid coordination for families of soldiers. (Though the story persists, there is no evidence to suggest that the hall was a stop on the Underground Railroad.)

Frederick Douglass gave a speech in the chapel of Main Hall in 1866. William Howard Taft, the first president to visit Appleton while in office, delivered his address from the steps of Main Hall in 1911. In 1974, the hall was added to the National Register of Historic Places.

Today, Main Hall houses classrooms and faculty offices for the humanities and languages.



President Taft addresses the audience at the Lawrence University Chapel.



6. Lawrence Memorial Chapel

510 E. College Ave.

The Memorial Chapel at Lawrence University was completed in 1918. It was funded entirely by gifts from Appleton residents, Lawrence alumni, and friends of the college. An anonymous donor offered a donation of \$62,500 on the condition that the sum be matched by citizens of Appleton – the match was exceeded after a week-long campaign in February, 1917.

The Chapel seats 1,184 people and houses a magnificent 40-stop mechanical action organ, which was built and installed in 1995.

Since 1918, the Chapel has served as a venue for Convocations, speeches, and performances open to the community.





Well-known visitors who have spoken or performed in the Chapel over the years include:

W. B. Yeats (1920)

Vladimir Horowitz (1930)

Frank Lloyd Wright (1944)

Margaret Mead (1953)

Richard Nixon (1959)

Ella Fitzgerald (1961)

Maya Angelou (1997)

Bobby McFerrin
(1984, 1986, 2001, and 2010)



Ensembles, students and, faculty members from the Conservatory of Music also regularly perform in the Chapel.



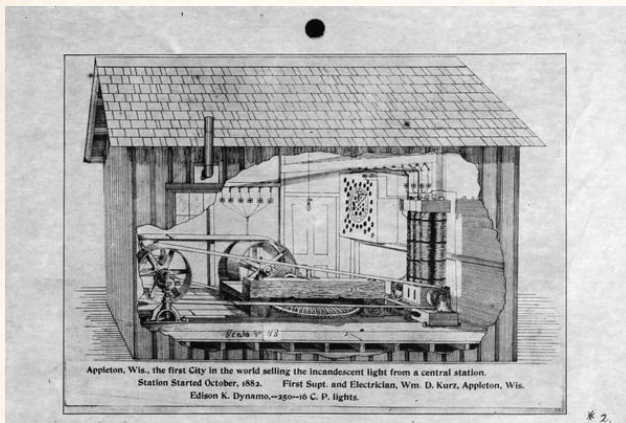
7. Vulcan Plant Replica

S. Vulcan St.

The Vulcan Plant was the very first hydroelectric plant to begin operations in Appleton on September 30, 1882. It was located on the river, below what is now the Hearthstone Museum, at the Rogers Paper Mill. It produced power for the mill, the H.J. Rogers house (aka Hearthstone), and the Kimberly-Clark Vulcan Paper Mill.

The Vulcan Plant was the first hydroelectric plant serving (and billing) both commercial and private buildings in Appleton and started operations shortly after the plant at the Rogers mill. This plant powered three houses on the Lawrence University bluff and three factories, with more locations added later. They both used an Edison "K" type dynamo to produce 12.5 kilowatts of electricity with a water-powered turbine.





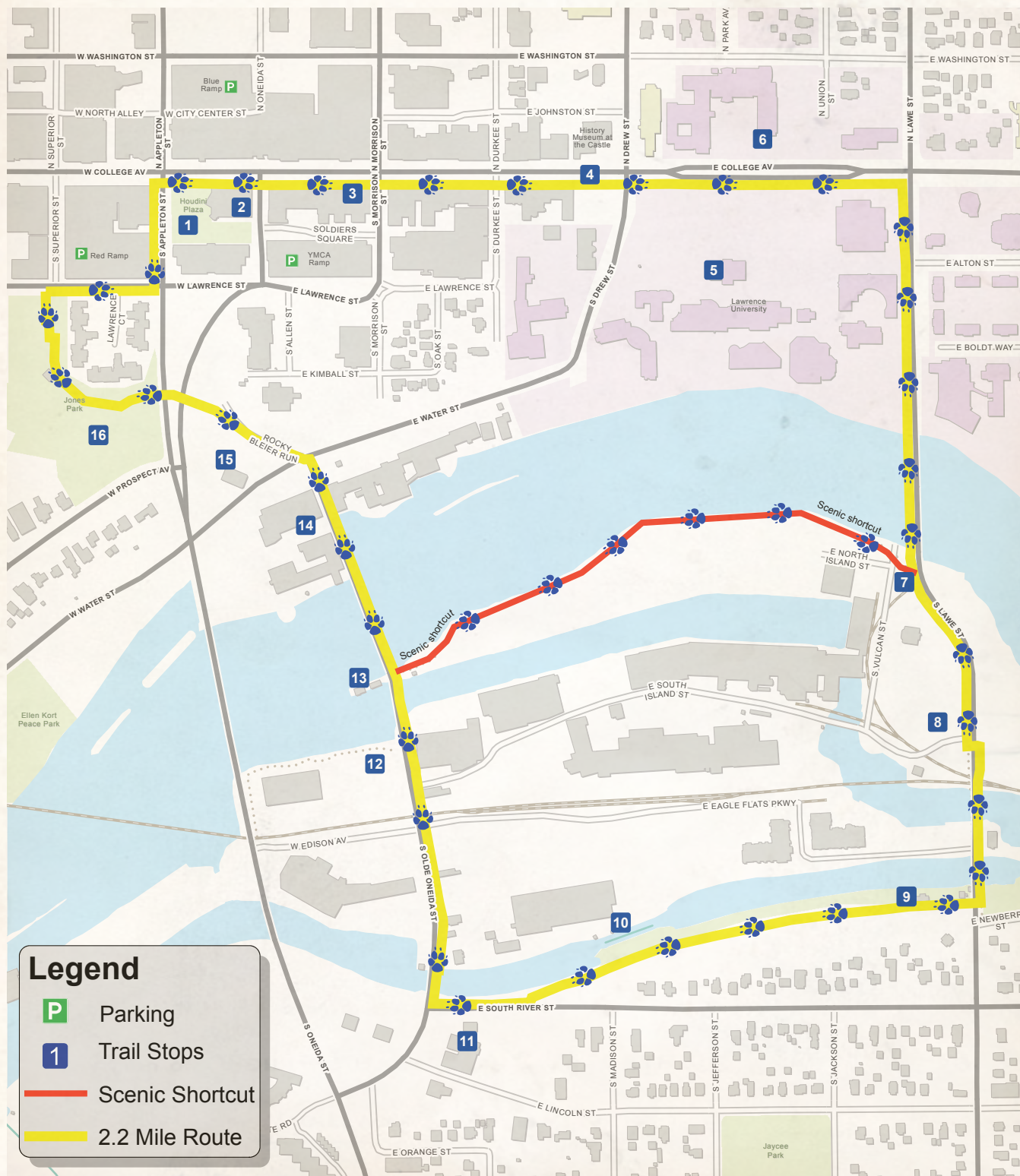
The original plant burned to the ground in 1891, but a replica of the building was constructed in 1932 to commemorate the 50th anniversary of the original plant. The replica was moved to its current location in 1987.



8. Industrial Flats

The Fox River descends in chutes and rapids flowing north, from Menasha to De Pere, in a total drop as great as that of Niagara Falls. The huge potential for hydropower meant that when this area was first settled, most land in the river valley was devoted to industrial use. Practical items like wood products (1849), flour (1853), cloth and tools (rake factory 1851) were the first to be produced by the mills after the dams and canals were built to harness the water power. As the area developed and the forests were being harvested these industries were mostly replaced by paper mills, often by turning flour mills into paper mills.





The C.P. Richmond mills were producing wrapping paper in 1854, and by 1857 the mills were making newsprint for the Appleton Daily Crescent. When the mills were sold in 1886, a new paper mill, the third in the country to use a new process to create higher quality paper from wood, was created.

On Grand Chute Island, Riverside Fiber Company was formed in 1893 as a pulp mill and in 1902 expanded into paper making. The mill location has become a mixed use development area known today as Eagle Flats.



9. Lock Tender's House

Since boats navigated through the locks at any time, day or night, the lockmaster and his family lived in the small homes at the side of the locks so they would be available at all times. The lockmaster was responsible for the operation of the locks and oversaw additional lock tenders to provide around-the-clock shifts of service.

Records were kept of the tonnage and names of boats and barges that passed through the lock, the number of passengers, and river conditions. Being a lockmaster could be a dangerous job in bad weather, or if someone was careless and fell in the lock. Lock tenders sometimes had to rescue passengers or workers swept away while working on the river.

A boat or barge would whistle for service and whoever was on duty would open the locks by hand. The Fox River Locks are still operated by hand; one of only two hand-operated systems still working today in the United States.



The Appleton Lock #3 Lock Tender's House was constructed by the Army Corps of Engineers in 1892. Until 1983, it was occupied by lock tenders for Appleton Locks #2 and #3. It is a two story, Gabled Ell frame building that is on the National Register of Historic Places.

The Fox Wisconsin Heritage Parkway is hoping to restore some of the remaining lock tender's homes to rent out in the summer and use them as an educational resource in the winter months.

For more information on these houses, please visit the Fox Wisconsin Heritage Parkway website:

www.heritageparkway.org



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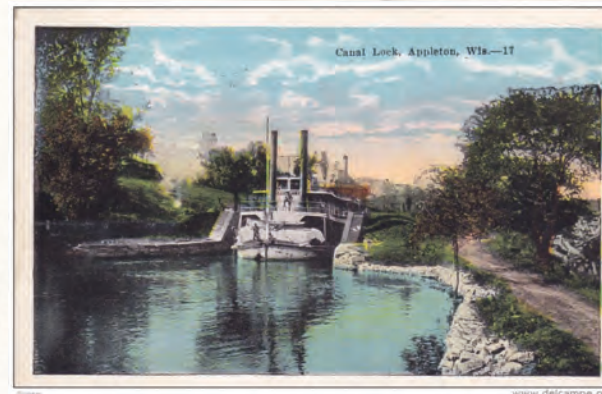
Title: Fox River Flats

Description: Photo taken from South side of the Fox river, looking North. Cupola of Lawrence Univ. Main Hall to the North

Date: c.1887

Details

Ownership: Appleton Public Library
Address: Appleton WI



10. Appleton Lock #2

The original intent of the lock and dam system was to support the construction of a water route from the Great Lakes to the Gulf of Mexico. The route would use the Fox River and a mile-long canal to the Wisconsin River at Portage, Wisconsin. While the plan did not come to fruition, by the mid-1850s there were three dams and several locks constructed.



The Fox River Navigational System Authority owns and operates the lock system today.

www.foxlocks.org





I-118-04

Title: Muench Brewing Company

Details

Ownership: Courtesy of Dave Kalz

Format: Image of photo

11. Between the Locks Building

1004 S. Olde Oneida St.

Appleton's first brewery, the Anton Fisher Brewery, began operating on this site in 1858. In 1860, it was sold to Charlie Muench, brother of George Muench who started a brewery at the corner of Walnut and State Street (where the police station currently stands).

George Muench sold his brewery to George Walter and joined Charlie to run Muench Brewing Company. It was a very popular place due to the beer garden in the back where a German band would play on Sunday afternoons. The first batch of Adler Brau beer was produced here.

The George Walter Brewery took over the brewing business in 1918, but eventually could not compete with national brands. The brewery closed, and the buildings were later used as warehouses. In 1974, these buildings became the Between the Locks Mall.

Brewing was still in the building's future, with the Adler Brau Brewery and Restaurant opening in 1989 as Wisconsin's third brewpub. In 2004, it became the popular Stone Cellar Brewpub, producing up to 1,000 barrels a year and providing beer to local bars and taverns.



Please visit the Stone Cellar Website for more information on the history of this property.

www.stonecellarbrewpub.com/history



George Walter





12. Trolley Square

619 S. Olde Oneida St.

The Trolley Square property had numerous industrial buildings on the property dating back to the 1880s, including a knitting mill, a metal fabrication building, a horseshoe nail factory and an incandescent lamp manufacturing facility. The original buildings were demolished and replaced with Quonset buildings in the 1950s used by Valmet Company and then Metso. All the industrial use left the site with polycyclic aromatic hydrocarbons (PAH) and other metals in the soil.

In 2001, a partnership between the DNR's Remediation and Redevelopment (RR) Program and Appleton Redevelopment Authority (ARA) resulted in the acquisition of this site. By 2004 the site had been cleaned and was ready for redevelopment. In 2006 with a nod to the nearby former railroad depot and electric trolley barn, the current Trolley Square opened as a restaurant, banquet facility, office space and river walk.



In the 1892 publication "Appleton Wis., Illustrated" it states: [Appleton] was the first city in the West to operate an electric street railway, and now has a model line, with richly upholstered vestibule cars and equipped with the very latest system of electric motors. The line is operated by the Appleton Edison Electric Co., which also furnishes the arc and incandescent electric lights."

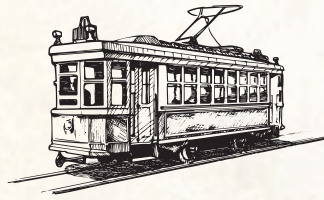
The Electric Street Railway Station was located at 807 South Oneida Street. This was the world's first commercially successful streetcar using a hydroelectric source.

Today, a restored Birney streetcar can be found inside Trolley Square.



On the plaque inside Trolley Square:

"On August 16, 1886 the Appleton Electric Street Railway Company began operation of the world's first commercially successful electric street railway. The cars were driven by Van Depoele direct current motors which received power from a hydroelectric generator through two trolley wires. In 1930, the expanded electric street railway system serving the cities of Appleton, Neenah, Menasha and Kaukauna was retired when bus service was begun to better serve the transportation needs of these communities."

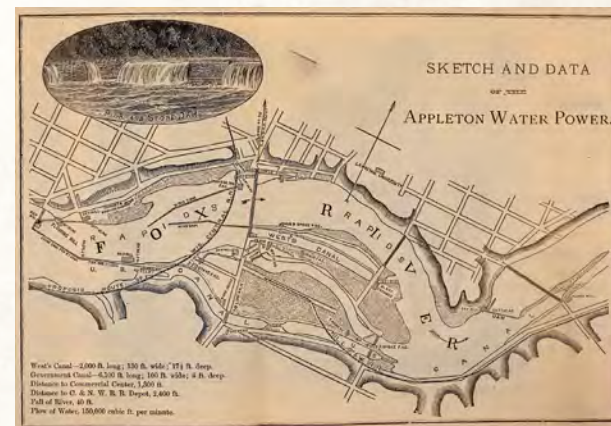


13. Dam Tender's House

505 S. Olde Oneida St.

Construction of dams on the Fox River helped pool the water and make it easier for boats and canoes to travel downstream. Three dams were built in the stretch of the river located in Appleton. The upper and the lower dams were built by private canal companies, and later were transferred to the government.

The Fox River Paper Corporation on Oneida Street owned the dam and the dam tender's house. As with lock tender's, the job of dam tending can be dangerous. The dam tender must be available to keep the water level at the correct height to provide power to the paper mill. Heavy rain, spring melt or adjustments to dams upriver can quickly affect this dam.





I-54-04
 Title: Fox River Paper Mills
 Description: Postcard, no date

Details
 Ownership: Courtesy of Dave Kalz
 Format: Image of Postcard

14. Historic Fox River Mills Apartments

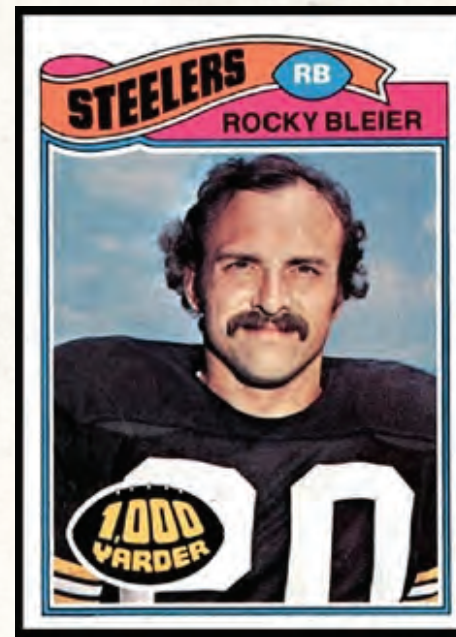
111 E. Water St.

Due to the number of paper mills along the stretch of the Fox River from the Memorial Bridge to the College Avenue Bridge, this area was dubbed the Paper Valley. Between the 1880s and 1911, the north side of the river was home to the Appleton Paper and Pulp Company, the Atlas Paper Mill, the Appleton Water Works Company and the Vulcan and Tioga Mills. The Historic Fox River Mills Apartments were created from the Vulcan and Tioga Mills.

www.historicfoxrivermills.com

Just to the west of the apartments on Water Street, the Atlas Mill was founded in 1878 by the founders of Kimberly-Clark and four Minnesota businessmen. It was one of the first Kimberly-Clark paper mills. At the time of its construction it was also one of the largest. It now houses shops and the Paper Discovery Center.

www.paperdiscoverycenter.org



15. Rocky Bleier Run

Robert Patrick "Rocky" Bleier was raised in Appleton, living above his father's saloon. He graduated from Xavier High School in 1964 where he was a star football and basketball player. Rocky played football for the University of Notre Dame and eventually went on to play for the Pittsburgh Steelers of the National Football League.

He was drafted in 1968 to the US Army and was stationed in South Vietnam. After suffering injuries to both legs and told he would never play football again, he rejoined the Steelers in 1971, and worked hard to earn a starting spot on the roster in 1974. While on the small side for a pro football player, and not the fastest, he was one of the most popular members of the Steelers team.

Originally named Oneida Court, this street was renamed in his honor. He is said to have used this hill to train when he lived in Appleton.





16. Jones Park

301 W. Lawrence St.

Jones Park is located in the deepest of the ravines that once divided the City of Appleton; so deep and shaded by trees that snow would survive into the summer, sometimes until the Fourth of July. Children went there to have summer snowball fights even before the park was developed.

George C. Jones, an attorney and one of Appleton's early philanthropists, gifted 5.75 acres in the lower area of the ravine "to be forever used as a public park and playground" in 1909. Baseball fields and a playground were enjoyed in summer, while ice rinks were put up in the winter.

It is worthy to note that Appleton once had several deep ravines, many of which were filled with rubbish and built on. Construction projects in the City often reveal "artifacts" from a time gone by. The picture at the top of the next page depicts the northern portion of Jones Park Ravine where it once passed through downtown Appleton near the Fox Cities Performing Art Center and Division Street.



APPLETON WATER POWER.



Sponsored by the City of Appleton
www.appleton.org