COMMERCIAL BUILDINGS

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100 E. College Ave.- This structure was built in 1857 by C.G. Adkins for a general store and office space. It was the first three story building in the city and is one of the oldest standing buildings in Appleton. To preserve the building, the Avenue Mall was built around it.

117-119 E. College Ave.- The Heckert Building was built in 1874 by Mr. Herman Heckert to serve as a restaurant and a saloon. Twice fire damaged his saloon and this prompted him to move into the shoe business. The store is one of the oldest in Appleton as it still occupies the same building it did over 100 years ago. The upstairs of the building was where Rabbi Mayer Samuel Weiss led the Appleton Reformed Jewish Congregation. Rabbi Weiss was the first leader of the Appleton Congregation and was the father of the world renowned escape artist and Appleton native, Harry Houdini. Mr. Heckert's home was at what is now 602 E. Eldorado.
**127-129 E. College Ave.** - The Whorton/ Warner Building was built by Appleton pioneers John Whorton, a lumber merchant and banker in Appleton, and William Warner, one of Appleton’s earliest pioneers. Mr. Warner once said that he helped clear College Avenue of trees and bought the first lots in Appleton. One of the first uses of the building was for a grocery owned by Henry Blood. Henry Blood was one of the first settlers in the area and was the individual who picked the location for Lawrence University. He also ran several hotels and he started the first postal delivery by stagecoach between Neenah and Green Bay in 1851. The building itself was built in 1873 and is of a High Victorian Gothic Style. On the facade can be found two “W’s” representing Mr. Warner and Mr. Whorton. The building was designed by William Waters of Oshkosh. He was a very prominent architect in the area designing 123-125 E. College Ave., 215 W. College Ave., 201 W. College Ave., as well as Hearthstone, and Oshkosh’s Grand Opera House.

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**224-226 E. College** - Originally built by Charles Pardee, a grocer, this building has seen many businesses within its walls. It was the home of tailors, jewelers, doctors, grocers, furriers, insurance companies, bankers, a reading room, music shops, saloons, creameries, a billiard hall, the Girl Scouts, an oriental rug studio, a tea company, and a pharmacy. In 1958 it was occupied by Conkey’s book store, which remains at that location today. Conkey’s, founded in 1896 by Percy Conkey and Hugh Pomeroy, has been selling books to Appleton residents for over 90 years.
233 E. College Ave. - Mr. Marcus Lyons built this building in 1885 as a cigar factory and store. It was called one of the most beautiful buildings on the avenue at the time of its construction by the Appleton Post. The building was built with many of the modern conveniences of the time. It was fitted for electricity and gas and also had an elevator.

103 W. College Ave. - The Irving Zuelke Building was completed in 1931. It was then a seven story building with a base that could support twenty. Five more stories were added in 1953 to bring it to its present height of twelve stories. The owner of the building, Irving Zuelke was a banker by trade but his real love was music. This is reflected in the interior design where over the first floor elevators the words “Irving Zuelke Building” is accompanied with musical notes. The exterior, as well as the interior, has been maintained in the original style. This building was dubbed Appleton’s first skyscraper.
201 W. College Ave.—The southwest corner of College and Appleton Streets was the site of the original First National Bank of Appleton. Built in 1871, the building was the bank’s home until it became the home of Otterlee’s Jewelry in 1932. The bank moved across the street and still remains there today as Bank One. In the 1960’s the bank expanded rapidly buying several area banks. With its growth they changed the name of the bank to the Firstar Corporation. They were later bought by Marine Bank and now are operated by Bank One Corporation. Herman Erb, Sr. and Augustus Smith, a former Mayor of Appleton, were both founders of the Bank.

203-205 W. College Ave.—The Blissing Building was the home of the Appleton Post. While it is often thought that the building was owned by the Post, it was not, they only rented the upper floor. It was built with them in mind however, as the two lion heads on the facade represent the roar of truth. The Appleton Post was Appleton’s third newspaper. The original name of the newspaper was the Appleton Motor. It was founded by George Miller and Alexander Reid to counter the Democratic paper, the Crescent. It ceased to exist when it merged with the Crescent in 1920 to become the Post-Crescent.
207 W. College Ave.- Originally the home of Gerhardt Kamps and Thomas Kamps's harness shop. Gerhardt Kamps eventually bought out his brother and ran the business by himself. He was considered one of the finest leather crafters in the area. The building was designed especially for his harness shop. There was a lot to the east where horse were kept, both for his shop and the Farmers' Hotel. The facade has a carved stone horse head at the top symbolizing that he worked with horses. The building was designed by Charles Hove who was also the architect of Temple Zion, the Palace Block, and the Volksfreund Building (the W.A. Close Building which burned down several years ago). Both of the remaining buildings are on the National Register of Historic Places.

215 W. College Ave.- What now is St. Patrick's Book Store was originally the Farmers Hotel. Farmers used to come into Appleton to sell their goods and stayed in the Hotel overnight. A yard for animals was on the east side of the building where the Gibson Building now stands. The owners of the hotel eventually changed the name of the hotel to Commercial Hotel for the use of businessmen that came to Appleton.
103 E. College Ave.- Facing Oneida Street, this building was designed and built in 1882 by architect Charles Hove, the designer of Temple Zion, Kamps Harness Shop, and the Volksfreund Building. The building has had many uses in the past, ranging from a drugstore to a furniture shop to a restaurant. The building had a major renovation several years ago and is now home to the Peppermill Restaurant.