

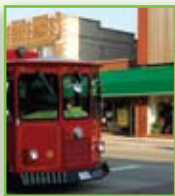
TRACES OF THE PAST DOWNTOWN TROLLEY HISTORY



1800s



1900s



TODAY

The first electric commercial streetcar in the world made its debut in Appleton on August 12, 1886, and, according to city history, was quite a 'showstopper'.

A circus performance was in town that day – and audience and performers alike stopped what they were doing to see this new spectacle rolling along Appleton's streets.

The Appleton Electric Street Railway was the vision of Judge J.E. Harriman, who had seen a demonstration of a streetcar system while traveling in Alabama. Harriman immediately raised \$35,000 and created a private company to provide this new form of public transportation to the city of Appleton.

The cars ran every 20 minutes from Appleton's west side with six stops, including its Riverside Cemetery stop. The cars were housed at what is now Studio 213 on College Avenue, and the office was located at the current Gabriel Furniture site.

The road and track spanned a total of 4.5 miles, with the electrical wiring suspended overhead. Charles J. Van Depoele, who invented the system, was in Appleton to oversee the construction and pulled the lever for the first run in 1886. The company began with five cars.

After several years of operation, Harriman's company went bankrupt. The streetcars were taken over by various companies throughout the years, and the office and car barn were eventually relocated to the flats. In 1930, the streetcar operation gave way to private transportation and buses.

The last run of the Appleton Electric Street Railway was April 4, 1930.

— Research by Appleton Heritage Society

THE DOWNTOWN TROLLEY is available to take you or your group on a carefree ride to our "DOWNTOWN COOL" events:

HEID MUSIC SUMMER CONCERT SERIES

(corner of College Ave. and Appleton St.)

SPECIAL KICK-OFF June 18, 6-9 p.m.

Thursdays, 5:30 p.m. – 8:30 p.m.

JUNE 24 – AUGUST 26

ART ON THE TOWN

A Night of Food, Fun and Fine Art

Along College Ave. and the Riverfront

JUNE 18, JULY 16, AUGUST 20 & SEPTEMBER 17

6 p.m. – 9 p.m.

DOWNTOWN APPLETON FARM MARKET

Sponsored by ThedaCare, St. Elizabeth Hospital,

and Gateway Chiropractic

College Avenue

JUNE 19 – MARCH 26

Saturdays, 8 a.m. – 12:30 p.m.

FARM MARKET FEATURES!

Art Market (A Fine Art and Craft Market) — 3rd Saturday

Green Market — 4th Saturday

Of course, you can always ride the trolley for fun and enjoy the many shops, eateries and entertainment venues along the way.



For more information:
www.appletondowntown.org
or 920-954-9112

FREE



2010

schedule

June 3 – September 23

www.appletondowntown.org

ALONG THE WAY...

Get to know Downtown Appleton even better. Here are some points of interest and great places to go!

THE BUILDING FOR KIDS

100 W. College Ave. This children's museum is a great place for the young-, and young-at-heart.

HOUDINI PLAZA

At the corner of Appleton St. and College Ave. This site is said to be the site where Harry Houdini lived as a child.

ATLAS MILL

425 W. Water St. — Stop for a beautiful view of the river.

PAPER DISCOVERY CENTER

425 W. Water St. Learn about the Fox Cities paper heritage, and have some fun along the way with hands-on activities.

COURTNEY WOOLEN MILL

301 E. Water St. — This mill has been operating since 1880, and still supplies cotton batting for individuals and businesses.

HEARTHSTONE HISTORIC MUSEUM

At the corner of Memorial Dr. and Prospect Ave. While enjoying our beautiful Riverfront, look toward the Memorial Street bridge to see the world's first 'electric' home.

THE HISTORY MUSEUM AT THE CASTLE

330 E. College Ave. Learn about Appleton's heritage at this unique museum.

APPLETON PUBLIC LIBRARY

225 N. Oneida St. — CHECK IT OUT!

THE DOWNTOWN TROLLEY SCHEDULE

is designed to fit the weekend warrior in all of us. Running Thursday – Saturday, it's the perfect way to get around Downtown and our beautiful Riverfront. Take the trolley to enjoy the sights, sounds and delicious tastes and smells of our vibrant area.

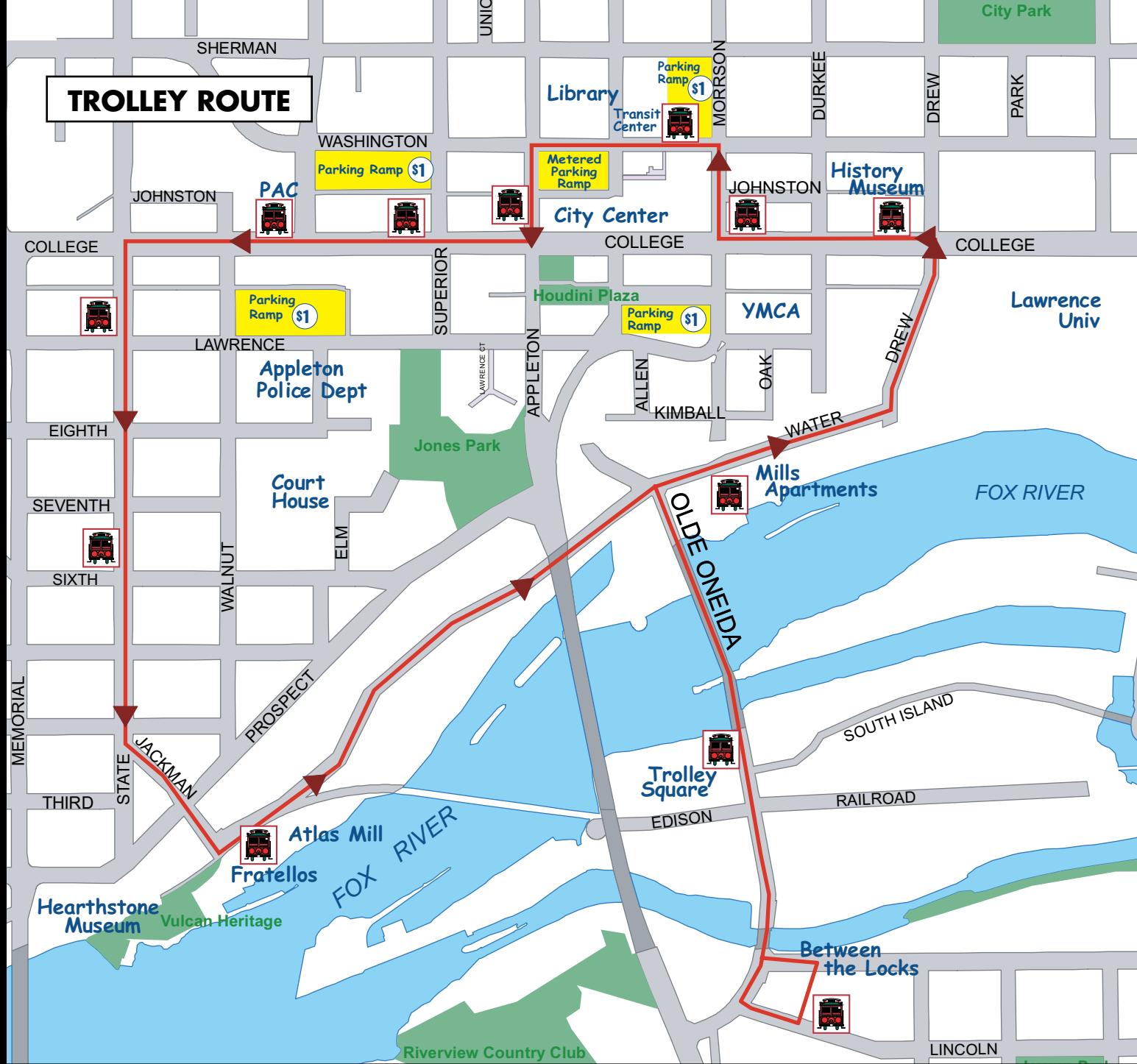
We have many summer events for you, your friends and family to enjoy. Check out all of the great Downtown events at our Web site:

www.appletondowntown.org

TROLLEY HOURS:

Thursday and Friday 5 p.m. – 11 p.m.

Saturday 10 a.m. – 11 p.m.



TROLLEY PARTNERS:



DENOTES: Downtown Cool Trolley Stops

Use the power of Google to plan your next Valley Transit bus trip! Visit www.myvalleytransit.com