United States Department of Interior  
National Park Service

National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

<table>
<thead>
<tr>
<th>historic name</th>
<th>Appleton Post-Crescent Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>other names/site number</td>
<td>N/A</td>
</tr>
</tbody>
</table>

2. Location

<table>
<thead>
<tr>
<th>street &amp; number</th>
<th>306 West Washington Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>city or town</td>
<td>Appleton</td>
</tr>
<tr>
<td>state</td>
<td>Wisconsin</td>
</tr>
<tr>
<td>city code</td>
<td>WI</td>
</tr>
<tr>
<td>county</td>
<td>Outagamie</td>
</tr>
<tr>
<td>code</td>
<td>087</td>
</tr>
<tr>
<td>zip code</td>
<td>54911</td>
</tr>
</tbody>
</table>

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets the National Register criteria. I recommend that this property be considered significant X nationally X statewide X locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State Historic Preservation Office - Wisconsin

State or Federal agency and bureau

In my opinion, the property X meets X does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau
### 4. National Park Service Certification

I hereby certify that the property is:

- [ ] entered in the National Register.
- [ ] determined eligible for the National Register.
- [ ] determined not eligible for the National Register.
- [ ] removed from the National Register.
- [ ] other, (explain:)

Signature of the Keeper: ____________________________  Date of Action: __________

### 5. Classification

<table>
<thead>
<tr>
<th>Ownership of Property</th>
<th>Category of Property</th>
<th>Number of Resources within Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>(check as many boxes as apply)</td>
<td>(Check only one box)</td>
<td>(Do not include previously listed resources in the count)</td>
</tr>
<tr>
<td>X private</td>
<td>X building(s)</td>
<td>contributing 1 noncontributing buildings 0 total</td>
</tr>
<tr>
<td>public-local</td>
<td>district</td>
<td></td>
</tr>
<tr>
<td>public-State</td>
<td>structure</td>
<td></td>
</tr>
<tr>
<td>public-Federal</td>
<td>site</td>
<td></td>
</tr>
<tr>
<td></td>
<td>object</td>
<td></td>
</tr>
</tbody>
</table>

Name of related multiple property listing: ____________________________

(Enter "N/A" if property not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register:

0

### 6. Function or Use

**Historic Functions**
(Enter categories from instructions)

INDUSTRY/PROCESSING/EXTRACTION: printing plant

COMMERCE/TRADE: office building

**Current Functions**
(Enter categories from instructions)

COMMERCE/TRADE: office building

### 7. Description

**Architectural Classification**
(Enter categories from instructions)

MODERN MOVEMENT: Art Deco

**Materials**
(Enter categories from instructions)

foundation CONCRETE

walls STONE

BRICK

roof OTHER: Tar and gravel

other METAL

**Narrative Description**
(Describe the historic and current condition of the property on one or more continuation sheets.)
8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:
- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

COMMUNICATIONS

Period of Significance
1932 - 1972

Significant Dates
1932, 1951, 1972

Significant Person
(Complete if Criterion B is marked)
N/A

Cultural Affiliation
N/A

Architect/Builder
Foeller, Schober and Berners
Foeller, Schober, Berners, Safford and Jahn
Berners, Schober and Kilp

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)
9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):
X preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:
X State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreage of Property 1.3 acres

UTM References (Place additional UTM references on a continuation sheet.)

1 16T 387532.22 4902103.76 3 Zone Easting Northing

2 Zone Easting Northing

4 Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title: Rachel Barnhart, Associate and Matt Wicklund, Consultant
Organization: MacRostie Historic Advisors
date May 17, 2019
street & number 53 West Jackson Boulevard, Suite 1142
telephone 312-488-1682
city or town Chicago state IL
zip code 60604
Additional Documentation
Submit the following items with the completed form:

Continuation Sheets
Maps
A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs
Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner
Complete this item at the request of SHPO or FPO.)

<table>
<thead>
<tr>
<th>name/title</th>
<th>Andrew Dumke</th>
</tr>
</thead>
<tbody>
<tr>
<td>organization</td>
<td>Crescent Lofts-Appleton, LLC</td>
</tr>
<tr>
<td>street &amp; number</td>
<td>230 Ohic Street, Suite 200</td>
</tr>
<tr>
<td>city or town</td>
<td>Oshkosh</td>
</tr>
<tr>
<td>date</td>
<td>May 17, 2019</td>
</tr>
<tr>
<td>telephone</td>
<td></td>
</tr>
<tr>
<td>zip code</td>
<td>54902-5894</td>
</tr>
</tbody>
</table>

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 1

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Summary

The Appleton Post-Crescent Building is located at 306 West Washington Street in downtown Appleton, Outagamie County, Wisconsin. The building is eligible for individual listing in the National Register at the local level for significance under Criterion A in the area of COMMUNICATIONS as the headquarters of the Appleton Post-Crescent newspaper. The nomination boundary encompasses one contributing building, the Appleton Post-Crescent Building. The original building was constructed in 1932 at the northwest corner of West Washington and North Superior streets and designed in the Art Deco style by the Green Bay firm of Foeller, Schober, and Berners. As the newspaper’s circulation grew, the original building was expanded with additions in 1951, 1972, and 1991. The original building and its three additions are interconnected. The building’s historic windows were replaced in 1973 with tinted multi-light windows in the historic openings.

The Appleton Post-Crescent Building continues to house the Appleton Post-Crescent newspaper offices. The building retains its historic character-defining features that include exterior ornamentation on the 1932 original building reflecting the Art Deco style, an interior Art Deco-style lobby featuring a historic red marble and green granite staircase with aluminum shaped handrails, a glazed brick wall with a vertical metal chute for transporting plates, and a double-height printing press room within the 1972 block. The historic newsroom is retained on the second floor of the 1932 building, although it has non-historic finishes. Overall, the Appleton Post-Crescent Building retains integrity to convey its significant historic function as the headquarters of the Appleton Post-Crescent. The period of significance begins in 1932 with the construction of the original building and ends in 1972, when the final significant addition to the building was completed. The 1991 north addition to the building was constructed outside of the period of significance but does not negatively impact the integrity because it is positioned to the rear of the historic blocks and is compatible in size. The Appleton Post-Crescent Building continues to house offices for the Post-Crescent newspaper, while the newspaper’s printing operation was moved offsite in 2000.

Setting and Site

The Appleton Post-Crescent Building is in downtown Appleton, Wisconsin, a city of approximately 74,000 people.1 Appleton is situated on the lower Fox River, which flows north into Green Bay, and is a core city of the Fox River Valley. The nominated building, located at 306 West Washington Street, is approximately one-half mile north of the Fox River and 2.8 miles east of Interstate 41. The building occupies a rectangular parcel in the eastern third of the block bound by Washington Street to the south, Superior Street to the east, Franklin Street to the north, and Division Street to the west.

The immediate setting of the building retains a commercial environment. A freight rail line, running diagonally from the southwest to the northeast on a slightly-raised embankment, passes to the northwest of the building and intersects Superior Street. Paved surface parking lots and a one-story commercial building occupy the central and west portions of the block. A four-story modern parking garage and a one-story brick hipped-roof building housing the Fox Cities Chamber of Commerce are located across Washington Street to the south of the nominated building. A high-rise AT&T telecom building is located to the southeast. A surface parking lot, a brick two-part commercial building, and a two-story Tudor style office building are located across Superior Street to the east. A one-story brick commercial building is located to the northeast of the building and a paved surface parking lot is situated across Franklin Street to the north.

The nominated property occupies a 1.29-acre parcel with flat terrain; the parcel is bound by West Washington Street to the south, North Superior Street to the east, and West Franklin Street to the north. The west line of the nomination boundary corresponds to the west edge of the legal parcel and is visually delineated by the edge of the paving on the property. The south half of the west boundary is contained with a non-historic metal guardrail. The 1932 original block of the Appleton Post-Crescent Building faces south onto West Washington Street, with the subsequent 1951, 1972, and 1991 additions constructed to the north of the 1932 block. The north elevation of the 1991 addition abuts W. Franklin Street. The south, east, and north elevations of the building are constructed up to the concrete public sidewalk. The 1972 block is slightly recessed along the east elevation and is fronted by three square concrete planters with shrubs. The west elevation of the building is non-linear, in correspondence with the footprint of each block. The remaining open area of the property is paved. The south half is paved with asphalt and contains a few painted diagonal lines for vehicular parking. The north half is paved with concrete, and facilitates access to vehicular loading bays at the rear of the building. A small, non-historic triangular portion of the parcel at the south edge of the concrete-paved section contains mulching and a picnic table. It does not contribute to the nominated property.

**Exterior Description**

The Appleton Post-Crescent Building is comprised of four interconnected blocks built chronologically along Superior Street from Washington Street on the south to Franklin Street on the north in 1932, 1951, 1972, and 1991. Each section was designed by the Green Bay architecture firm of Foeller, Schober, and Berners.²

---

² Foeller, Schober and Berners later became Foeller, Schober, Berners, Stafford, and Jahn; and then Berners, Schober and Kilp.
The two-story and basement 1932 Art Deco style original building has an L-shaped footprint, a concrete foundation, and a flat roof with three sawtooth monitor skylights.\textsuperscript{3} The building was designed to house the headquarters of the \textit{Appleton Post Crescent} newspaper and contained a public lobby and printing press room on the first floor and a newsroom, composing room, and stereotype casting room on the second floor. The primary south and east elevations are clad with light cream limestone, and the rear elevations are clad with cream-toned brick.

The two-story and basement 1951 addition is attached to the north elevation of the 1932 building, and partially envelopes a two-story north wing of the 1932 building. The 1951 addition was constructed on top of a sub-grade photographic studio that was completed in 1940. Remnants of the 1940 photographic studio are not extant in the basement of the 1951 addition. The 11,000-square-foot addition was designed by Foeller, Schober, Berners, Stafford and Jahn to house two large linotype machines and a new printing press for the newspaper. The addition has an L-shaped footprint, a concrete foundation, and a flat roof. The east elevation is clad with light cream limestone matching the 1932 building, and the rear elevations are clad with cream-toned brick.

The one-story and basement 1972 addition is attached to the north elevation of the 1951 addition. It was designed by Berners, Schober and Kilp and housed a new printing press room and mechanical and operations rooms. It has an L-shaped footprint, a concrete foundation, and a flat roof. The recessed south end of the east elevation features a metal and glass curtain wall that looks into the printing press room. The north end of the east elevation and the rear elevations are clad with buff-toned brick.

The one-story and basement 1991 addition was designed to house additional offices and is attached to the north elevation of the 1972 addition. It has a square footprint, a concrete foundation, and a flat roof. The exterior is clad with buff-toned brick matching the 1972 addition.

\textit{South Primary Fa\c{c}ade - 1932 Block}

The primary façade of the Appleton Post-Crescent Building faces south towards West Washington Street. The symmetrical Art Deco-style façade corresponds to the 1932 original building (\textit{Photos 1-2}). The façade is approximately eighty feet wide and divided into five bays with a primary entrance in the center bay. The base is clad with cut polished Black Pearl granite, and the wall and decorative parapet are clad with Kasota stone, a cream-colored limestone quarried in Mankato, Minnesota. Historic stone coping with a chevron pattern caps the parapet; non-historic dark metal flashing covers a small portion of the top of the coping stone.

\textsuperscript{3} These skylights are not visible from the building’s interior.
Cut polished Black Pearl granite frames the centered entrance (*Photo 2*). The entrance lintel features oversized granite voussoirs with a historic cast aluminum address plate that reads “306” in stylized numbers. The sides of the black granite frame retain small metal covers marking the former locations of twin cast aluminum sconces that were removed sometime between 2003 and 2007. Set within the original entrance opening is a non-historic aluminum-frame entrance with a glazed door, thin sidelight, and short transom. The entrance is topped with a historic cast aluminum plate with raised letters in an Art Deco stylized font reading “APPLETON POST-CRESIDENT.” Above the plate is a tall historic transom window with two thin cast aluminum mullions and a projecting cast aluminum sill with stylized waves and vertical fins. A historic cast aluminum frame bounds the entrance and historic transom and is decorated with alternating raised round and octagonal plaques with stylized images of a letterpress and a newspaper roller press. A historic window opening above the entrance at the second story contains a non-historic multi-light aluminum-frame fixed window with tinted lights.

The remaining four bays contain full-height recessed rectangular windows bays that rise from the granite base up to a decorative carved stone belt course below the parapet wall. The two inner bays are grouped at the entrance and are flanked by limestone fluted piers. The two outer bays are spaced at the edges of the façade and have stepped limestone frames. The window bays have limestone sills and non-historic multi-light aluminum frame fixed windows with tinted lights in the historic openings. Each window bay has a historic cast aluminum spandrel panel decorated with Art Deco motifs including chevrons, stylized linenfolds, waves, and a central octagonal plaque with a foliate design.

The decorative carved limestone belt course below the parapet wall features a repeating pattern of Art Deco style foliate, floral, and sunburst motifs. The parapet wall above contains three octagonal carved limestone plaques in a similar design to the cast aluminum spandrels centered above each of the middle bays. On the east portion of the parapet wall are non-historic raised metal letters reading “THE POST CRESCIDENT.” The southwest and southeast corners of the parapet are stepped and curved inward.

*East Elevation - 1932, 1951, 1972, and 1991 Blocks*

The east elevation of the Appleton Post-Crescent Building is approximately 340 feet long and faces N. Superior Street, spanning from W. Washington Street north to W. Franklin Street. The east elevation, from south to north, is comprised of the 1932 original building and the 1951, 1972, and 1991 additions.

Beginning at West Washington Street, the first seven bays correspond to the two-story and basement 1932 original building (*Photo 1*). The 1932 Art Deco style east elevation features identical cladding and fenestration to the south façade. The base is clad with cut polished black granite, and the wall and parapet are clad with Kasota stone. Seven full-height window bays rise from the granite base to the decorative carved stone belt course at the base of the parapet. The five inner window bays are grouped
together and flanked with fluted limestone piers. The outer window bays are spaced at the edges of the 1932 portion of the elevation and have stepped limestone frames. The window bays contain identical non-historic aluminum-frame multi-light windows with historic cast aluminum decorative spandrel panels as described on the south façade. The parapet wall above the window bays features five octagonal carved limestone plaques and the northeast corner of the parapet is stepped and curved inward. The south portion of the parapet wall has non-historic raised metal letters reading “THE POST CRESCENT.” Historic stone coping in a chevron pattern with non-historic metal flashing caps the parapet.

The next two bays correspond to the two-story and basement 1951 addition, which was designed in identical style and materials to match the 1932 building (Photo 3). The 1951 portion of the elevation is recessed back from the 1932 portion. The foundation, wall, and parapet are clad with cream-colored limestone, and non-historic metal flashing caps the parapet. The two evenly-spaced full-height bays are flanked with fluted limestone piers and contain non-historic aluminum-frame multi-light windows with tinted lights. Each window bay has a historic cast aluminum spandrel panel with stylized Art Deco motifs matching those seen on the 1932 building. The carved stone belt course above the window bays features two small decorative panels above the windows with a stylized sunburst motif. The parapet lacks ornamentation.

Proceeding northward, the portion of the east elevation corresponding to the one-story and basement 1972 addition is comprised of a recessed aluminum and glass window wall and a buff-toned brick wall with three non-historic thin rectangular window bays at the north end of the wall (Photo 3, Photo 4 – center-left). The historic recessed aluminum-frame multi-light window wall has fixed tinted lights and corresponds to the 1972 addition’s printing press room, which features a mezzanine level with catwalk. The window wall provided public views into the printing press room. A short north-facing wall to the south of the window wall and the remaining north portion of the 1972 elevation (north of the window wall) are clad with buff-toned brick laid in a six-course common bond. The parapet is clad with cut polished limestone and stone coping. A recessed north-facing metal and glass secondary entrance door is located to the south of the window wall and another identical entrance door, facing south, is located to the north of the window wall. The 65-foot-long buff-toned brick wall north of the window wall has a limestone foundation and parapet topped with stone coping. Historically, the brick wall lacked fenestration. In 1991, in conjunction with the construction of the 1991 addition to the north, three thin rectangular window bays were punched into the north end of the wall. Each bay has a stone sill and lintel and contains a fixed aluminum-frame window with four vertically-stacked tinted lights. A full-height vertical brick indentation demarcates the north edge of the 1972 addition.

The remaining portion of the east elevation has five bays and corresponds to the 1991 addition, constructed after the building’s period of significance ending in 1972 (Photo 4). The elevation has cast
stone cladding at the foundation, buff-toned brick cladding laid in a six-course common bond, a stone belt course aligned with the stone parapet of the 1972 addition, and a buff-toned brick parapet wall with stone coping. The five evenly-spaced thin rectangular windows bays have a stone sill and lintel and contain a fixed aluminum-frame window with four vertically-stacked tinted lights.

North Elevation – 1991 Block

The approximately 95-foot-long north elevation of the Appleton Post-Crescent Building faces West Franklin Street and corresponds to the one-story and basement 1991 addition (Photo 4). The elevation has cast stone cladding at the foundation, buff-toned brick cladding laid in a six-course common bond, and a stone belt course below a brick parapet wall with stone coping. The elevation has six bays. The first bay from the east contains a recessed metal door with glazing in the upper half. The remaining bays each contain a thin rectangular punched opening with a stone sill and lintel and a fixed aluminum-frame window with four vertically-stacked tinted lights.

West Elevation – 1991, 1972, 1951, and 1932 Blocks

The west elevation of the Appleton Post Crescent Building spans approximately 340 feet and is abutted by paved parking and a vehicular circulation driveway. From north to south, the elevation is comprised of the 1991, 1972, and 1951 additions and the original 1932 building. Beginning at the north end of the elevation, the first six bays correspond to the one-story and basement 1991 block (Photo 5). This portion of the elevation has concrete parging at the foundation, buff-toned brick laid in a six-course common bond, and a stone belt course below a brick parapet wall with stone coping. A single wythe-thick brick wall projects out from the north end of the elevation. A non-historic flat-roofed metal canopy is affixed to the projecting wall and the elevation and shelters the six bays. From north to south, the first four bays are evenly spaced and contain thin rectangular punched openings with stone sills and lintels and a fixed aluminum-frame window with four vertically-stacked lights. The fifth bay contains an aluminum-frame glazed door with a stone lintel. The door is fronted with a concrete accessibility ramp. The sixth bay is spaced apart and contains a metal door with a small glazed viewing pane.

The next three bays are recessed and correspond to an interior loading dock room of the 1991 addition (Photo 5). The foundation has concrete parging, and the elevation is clad with buff-toned brick laid in a six-course common bond and capped with stone coping. From north to south, the first two bays contain vehicular loading entrances designed for semi-trucks with metal overhead rolling doors. The third bay is accessed from a raised concrete loading dock and contains a loading opening with a metal overhead rolling door. A non-historic flat-roofed metal canopy is affixed to the wall above the bay where it abuts the north-facing wall of the 1972 addition. The north-facing wall of the 1972 addition
corresponds to the addition’s two-story rear mechanical wing. The base of the wall is fronted by the raised concrete loading dock and a concrete pad with an electricity box. The wall is clad with buff-toned brick laid in a six-course common bond with cut stone at the parapet. The first story has two bays grouped below the metal canopy. The east bay contains a freight elevator opening with a metal overhead rolling door. The west bay contains a metal slab door. The upper story has two spaced bays containing painted metal ventilation louvers. The west-facing wall of the two-story mechanical wing lacks fenestration.

Proceeding south, the next span of the west elevation is level with the plane of the two-story mechanical wing and corresponds to the printing press room of the 1972 addition (Photo 6). The span has a concrete foundation, painted concrete masonry unit cladding, and a cut stone at the parapet. One buff-toned brick pier rises at the southwest corner of the wall. Two spaced glass block windows are punched in the center of the masonry unit cladding.

Continuing south, a one-story wing with a flat roof, part of the 1951 addition, projects to the west (Photo 6). The wing has cream-toned brick cladding laid in a six-course common bond and a soldier brick course at the cornice. The cornice is capped with metal flashing. The north and south walls of the wing lack fenestration. The west wall of the wing is divided into five bays by an exposed concrete frame. The bays are filled in with cream-toned brick. From north to south, the second and third bays contain metal double-leaf slab doors. The remaining bays lack fenestration. A large metal HVAC unit rises from the roof of the wing. The second-story west wall of the 1951 addition is visible above the one-story wing. The wall has four spaced window bays with soldier brick sills that have been infilled with buff-toned brick.

The south-facing wall of the two-story and basement 1951 addition has concrete parging at the foundation, cream-toned brick cladding laid in a six-course common bond, and a soldier brick course topped with metal flashing at the cornice (Photo 7 – left). The wall has four bays at the basement level. The west bay contains a raised metal door with a small glazed viewing pane and a soldier brick lintel course. The door is accessed via a concrete stoop with steps and a metal pipe handrail. The remaining bays contain former vehicular loading bays that have been infilled with buff-toned brick. The second bay and the fourth bay also have small glazed panels. Above the basement-first story is a mezzanine level with five window bays. The two west bays contain historic nine-light steel sash casement windows with brick sills and lintels. The remaining bays contain shorter historic eight-light steel sash casement windows with brick sills and lintels. The second story has five window bays. The historic rectangular window openings retain historic brick lintels; the upper halves have been infilled with buff-toned brick and the lower halves have non-historic metal-frame fixed single-light windows.
United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7  Page 8

Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

Continuing south is the west-facing wall of the rear of the two-story and basement 1932 original building (Photo 7 – center). The wall has cream-toned brick cladding in a six-course common bond and a soldier brick course topped with metal flashing at the cornice. The basement level has five bays. The north bay contains a projecting shed with a flat metal roof and brick walls sheltering a metal door. The next two bays contain rectangular window openings with soldier brick lintels that have been infilled with buff-toned brick. The next bay contains a window opening with a soldier brick lintel, a stone sill, and a glass block window. The remaining bay contains a thin rectangular window opening with a soldier brick lintel, a stone sill, and a glass block window. The second story has seven rectangular window bays that have been infilled with buff-toned brick. The first, fifth, and sixth bays from the north contain metal HVAC vents in the upper halves.

To the south is the north-facing wall of the southern half of the 1932 original building (Photo 7 – right). This wall has a concrete foundation, cream-toned brick cladding in a six-course common bond, and a soldier brick course topped with metal flashing at the cornice. A cream-toned brick chimney rises up the east end of the wall. To the east of the chimney at the first story is a tall rectangular window opening with a non-historic metal-framed fixed window. To the west of the chimney at the first story are two punched window openings with brick sills and lintels and non-historic metal-framed fixed single-light windows. To the west of the chimney at the mezzanine level is a punched window opening with a brick lintel and sill and a glass block window with a metal HVAC vent.

The final south portion of the west elevation faces west largely lacks fenestration (Photo 7 – far right). It has a concrete foundation, cream-toned brick cladding in a six-course common bond, and a soldier brick course at the cornice. The parapet is topped with a cut stone decorative course topped with metal flashing that is continued from the south façade. There are two bays at the basement level of the north end of the wall. The north bay contains a metal-framed fixed window with four vertical lights and a brick sill and lintel. The south bay has a thinner metal-framed fixed window with one vertical light and a brick sill and lintel. Two rectangular window openings at the first and second stories at the south end of the wall have been filled in with cream-toned brick.

Interior Description

The interior of the Appleton Post-Crescent building is characterized by a series of interconnected open and private offices, storage spaces, and former production spaces spread over a basement, first floor, mezzanine and second floor. The south 1932 building and 1951 addition form a C-shaped floor plan with a basement, first floor, mezzanine, and second floor level connected by one elevator and three primary stairwells. The 1932 and 1951 blocks are characterized by a first-floor historic lobby in the 1932 building, open and private offices, the historic newsroom at the south end of the 1932 building’s second floor, an employee lunch room, paper storage space, and mechanical rooms. The north 1972
and 1991 blocks form a roughly L-shaped footprint and have a basement, main level, and mezzanine level connected by two stairwells and an elevator. The 1972 and 1991 blocks contain a former printing press room in the 1972 building, open and private offices, storage space, and a loading dock room. The 1932 Art Deco style lobby is intact and retains most of its historic materials and finishes; the 1972 double-height printing press room also retains its historic layout and utilitarian finishes.

1932 Original Building

The 1932 building was designed by Foeller, Schober, and Berners as the Appleton Post-Crescent’s purpose-built headquarters and historically contained a public lobby at the south end of the first floor, a printing press room at the north end of the first floor, the newsroom and composing and stereotype casting rooms on the second floor, and general and paper storage in the basement. The historic public lobby, the newsroom, and the basement storage areas are retained, while the other spaces were reconfigured for offices and other newspaper departments during the period of significance.

The 1932 building’s utilitarian basement historically served as storage for supplies, ink, and paper, and also contained a coal room and boiler room. The basement is still used for general storage, with smaller historic electrical and mechanical closets lining the west side of the room. The two historic boiler rooms are retained at the southwest corner of the basement. A freight elevator and an enclosed stairwell that travel from the basement up through the second floor are in the northwest corner of the floor. The freight elevator has metal sliding doors and the stairwell has a steel staircase and concrete floors, walls, and ceiling. The basement flooring is concrete; at the north end of the floor is a channel of steel cart tracks used for moving heavy bails of paper. The walls are a combination of historic Haydite concrete blocks and painted and unpainted brick, with small portions of CMU blocks where two utility closets were created in 1972. The basement is punctuated with square concrete columns bridged with concrete ceiling beams. Ceilings are exposed fireproof tiles with exposed utility pipes and conduit. The north end of the basement has a narrow corridor created by a non-historic chain link fence and a cut opening in the wall leading into the 1951 block’s basement.

The historic Art Deco lobby is located at the south end of the first floor. A small entrance vestibule at the south wall retains historic finishes and has red and pink Tennessee marble flooring in a two-tone fan pattern, green Verde Antique granite baseboards, curved east and west walls with walnut-veneered paneling and inset cast aluminum grilles in Art Deco style geometric and foliate designs, and a walnut-veneered patterned ceiling with a historic chrome light fixture. The vestibule projects into the historic lobby and has chamfered corners, walnut-veneered paneling, and a carved walnut decorative course (Photo 8). A non-historic aluminum-frame glazed door leads from the vestibule into the lobby.

4 Verde Antique is a granite stone quarried in Vermont. It has a distinctive green tone with white veining and is often described as marble.
The historic first-floor Art Deco style L-shaped lobby retains many historic finishes. The flooring has non-historic carpeting, although the historic red-toned Tennessee marble flooring could be extant beneath. The baseboards are historic Verde Antique granite, and the walls are clad with historic walnut-veneered paneling. Windows have historic Verde Antique stone sills. Cast aluminum rectangular grills beneath the windows feature Art Deco style geometric and foliate designs. The ceiling has non-historic acoustic dropped tiles with fluorescent lighting panels. A historic vault at the north end of the lobby has a historic metal vault door and a molded walnut door surround with an integrated analog clock. A historic open staircase is at the west side of the lobby (Photo 9). The staircase has Verde Antique stone side walls and risers, red-toned marble treads, and a historic aluminum handrail with curved ends. On either side of the stair are historic doorways with raised walnut frames and decorative walnut doors with contrasting floral-carved center panels. The doorways lead to private offices that are paneled in walnut and have Verde Antique stone flooring (Photo 9).

To the north of the lobby is a short flight of steps leading to a double-loaded corridor lined with private offices for the newspaper’s advertising department. This space historically held printing press machines; it was altered in 1972 (during the period of significance) to its present configuration. The corridor has carpeting, textured gypsum walls, and asbestos tile ceilings. Doorways have non-historic veneered solid-slab doors set in metal frames. The offices have carpeting, drywall walls, and acoustic tile dropped ceilings. The freight elevator at the north end of the corridor is surrounded with historic painted brick wall cladding. The stair hall to the north of the elevator has a historic steel staircase, vinyl asbestos tile flooring, historic glazed brick walls, and an asbestos-tiled ceiling (Photo 10). Next to the stair is a historic vertical chute with a small metal door and wood sill; the chute was used to transport metal plates down from the upper floors to the press machines. Two doors, facing south and north, are at the western end of the stair hall. The south door leads to a short hall containing the rear door of the freight elevator, a metal exit door, and a west door opening into a suite of three offices with non-historic finishes into a small open office space with non-historic finishes. The north door opens into a corridor of the 1951 addition.

Three historic mezzanine levels are spread throughout the 1932 building. At the west end of the first-floor lobby, the staircase leads up to a small mezzanine-level landing with women and men’s restrooms. The landing has a historic checkerboard floor of light- and dark-toned Tennessee marble set in a dark-toned marble border and Verde Antique stone baseboards. The north and south walls of the landing are clad in historic walnut-veneered paneling. The bathroom entrances have historic wood surrounds, while the bathrooms have non-historic finishes and equipment. The staircase continuing up from the landing to the second floor continues the decorative motif and materials of the staircase below with curved metal handrails, marble treads, and Verde Antique risers.
A small secondary enclosed stairwell leading up from the first-floor double-loaded corridor accesses a small mezzanine level with a utilitarian storage room and two mechanical rooms. The stair hall at the north end of the 1932 building leads up to a large mezzanine level containing employee spaces. The mezzanine level of the stair hall has the same vinyl asbestos tile flooring, historic glazed brick walls, and asbestos-tiled ceiling as the first floor. To the west of the stair hall, a double-loaded corridor running east-west divides the south and north halves of the mezzanine space. The south half of the mezzanine space, including the stair hall, is within the 1932 building, and the north half is part of the 1951 addition. The corridor has vinyl asbestos tile flooring, gypsum board walls, and an asbestos-tiled ceiling. On the south side of the corridor is a men’s locker room and restroom with non-historic finishes. On the north side of the corridor is a women’s restroom with non-historic finishes, and an employee lunchroom. The lunchroom has a historic wood entrance door with glazed panels, non-historic laminate plank flooring, gypsum board walls, and an asbestos-tiled ceiling. The east wall of the lunchroom historically overlooked the 1951 addition’s first-floor press room. The wall was infilled with concrete block in 1972 when the 1951 press room was converted into office space.

The second floor of the 1932 building contains the historic newsroom to the south (Photo 11) and an open office space to the north with a rectangular photography department along the west wall. The west-wall photography department was created in 1951. The open office space to the north was originally a composing room, but was converted into an office space with desks for reporters between 1951 and 1972, during the period of significance. To the west of the south newsroom is the south staircase, a historic conference room and historic managing editor’s office, and two non-historic private offices. At the northwest corner of the open office space is the elevator, stair hall, and a corridor lined with small private offices.

The south newsroom is in its historic location but has non-historic finishes including carpeted floors and non-historic acoustic tile dropped ceilings. The exterior walls are plaster, and the windows at the perimeter of the newsroom retain historic marble sills. The open office area to the north has plaster exterior walls and gypsum board walls delineating the photography department on the west wall. The space has carpeted flooring and an acoustic tile dropped ceiling.

The south staircase at the southwest end of the newsroom opens into a short hall with a checkerboard floor of light- and dark-toned Tennessee marble, plaster walls with decorative walnut wainscoting, and a dropped acoustic tile ceiling (Photo 12). The stair is framed by a plaster opening with a five-sided arched top. To the south of the stair, two doorways with historic walnut entrance frames and paneled transoms lead to a historic conference room and a historic private managing editor’s office. Both have non-historic finishes. A private office is to the north of the stair and has carpeted flooring, plaster walls with wood wall paneling, and an acoustic tile dropped ceiling.
The freight elevator at the north end of the newsroom has sliding metal doors and is set in a historic painted brick wall. The north stair hall, to the north of the elevator, has the same finishes as seen on the mezzanine and first floor. An east-west corridor between the elevator and the stair hall leads into an open office space with three smaller offices along its south wall. This space was historically used as the stereotype casting room; the south wall at the east end of the corridor has a historic painted brick wall with a historic vertical chute with a metal door where metal plates could be transferred down to the press machines. The remaining portion of the corridor and the offices have non-historic finishes. Two cut openings to the north of the stair hall open into the office space of the 1951 addition.

1951 Addition

The two-story and basement 1951 addition was designed by Foeller, Schober, Berners, Safford & Jahn to house paper storage in the basement, a printing press room and mailroom on the first floor, a one-story west wing with a garage, a mezzanine-level employee lunch room, and a composing room and engraving room on the second floor. The basement of the 1951 addition retains its historic function as storage. The first-floor printing press room and mailroom were converted into newspaper department offices in 1972. The second-floor composing and engraving rooms were converted into offices shortly thereafter. The first-floor west wing garage was converted into a mechanical room and employee fitness room.

The rectangular utilitarian basement of the 1951 addition is still used for general and paper storage (Photo 13). The basement has concrete floors, concrete masonry unit walls, and exposed concrete ceilings. Square concrete columns bridged with concrete ceiling beams punctuate the space. Steel channel tracks used for transporting paper on carts are extant in the concrete floor. Three cut openings in the north wall of the basement lead into the basement of the 1972 block.

The first floor of the 1951 block has an L-shaped footprint. The east end of the first floor historically served as a printing press room. It now contains an open office area for the newspaper's retail advertising department, with a small vestibule at the northeast corner that provides access into the 1972 block. The west end of the first floor historically contained a mailroom. It is now organized by a thin east-west corridor lined with private offices. The west end of the corridor terminates at a short north-south hall. A stairwell is located at the south end of the hall, and a mechanical room and employee fitness room (within the one-story west wing former garage) are accessed from the west side of the hall. A door at the north end of the hall provides access into the 1972 block.

The open office space at the east end of the first floor has non-historic finishes including carpeted floors, gypsum board walls with rubber baseboards, and acoustic tile dropped ceilings. Concrete columns at the periphery have been covered with painted gypsum board. The square vestibule at the
northeast corner has vinyl tile flooring, gypsum board walls with vinyl wallpaper, and an acoustic tile dropped ceiling. The north wall of the vestibule has two openings. The east opening contains an aluminum-frame glazed door that exits onto the sidewalk in front of the 1972 addition. The west opening contains a metal solid door that leads into a thin corridor that abuts the printing press room of the 1972 addition. The east and west walls of the corridor are metal-frame glazed curtain walls. The flooring is vinyl composite tile and the ceiling is asbestos tile with inset fluorescent lighting panels.

The east-west corridor to the west of the first-floor open office space has carpet flooring, gypsum board walls and asbestos tile ceilings. The private offices to the north and south of the corridor also have non-historic finishes. The short north-south hall to the west of the corridor has vinyl asbestos tile flooring and an asbestos tile ceiling. The east wall is painted brick, and the west wall is painted concrete block.

The second floor of the 1951 addition has a rectangular footprint and is accessed from the north stair hall in the 1932 building. The floor historically contained a composing room and engraving room. The space is now divided into two open office areas that house the newspaper’s finance department and a small server room at the east end of the floor. The server room is demarcated by a non-permanent metal-frame wall with glass panels and a wood entrance door. The server room and two open office areas have non-historic finishes including carpeted flooring and acoustic tile dropped ceilings.

1972 Addition

The one-story and basement 1972 addition was designed by Berners, Schober and Kilp. The south portion housed a double-height offset printing press room, with the newspaper reel room and the press machine pit in the basement and the press machines rising up through the first floor. The north portion contained storage and mechanical rooms in the basement and a mailroom, mechanical rooms, and a press operations room on the first floor. The construction of the 1972 addition represented a major expansion of the Post-Crescent headquarters and is the last significant addition to the building, marking the end of the period of significance. The offset printing press room and the first-floor operations and mechanical rooms are preserved, while the mail room was converted into office space after the period of significance.

The rectangular south portion of the 1972 addition retains the double-height printing press room, occupying the basement and first floor (Photo 14 – view from 1st floor). The center of the concrete basement floor is sunken in, creating a rectangular press machine pit. The basement level was also dubbed the “reel room” where blank newspaper reels were loaded into the printing press machines. The basement level walls are painted concrete block, and the ceiling is exposed concrete with steel beams. Three punched openings in the north basement level wall lead to the north portion of the 1972
addition. A rectangular metal and concrete platform encircles the printing press room at the first floor, overlooking the sunken press machine pit from which the equipment rose up through the first floor. The platform is supported by metal round posts that border the sunken equipment space. At the first floor, the east wall of the printing press room is a metal-framed glazed curtain wall; the remaining first-floor walls are concrete block. The printing press machinery was removed from the room circa 2000 when the Post-Crescent moved its newspaper production operations to a different site.

The north portion of the basement of the 1972 addition has an L-shaped footprint. The east section of the basement here contains a large paper storage room with a concrete floor, square concrete columns with flared pyramidal capitals, concrete block walls, and a concrete ceiling with exposed ducts, pipes, and conduit. A non-historic chain link fence partitions the northeast portion of the paper storage room. An enclosed circulation stairwell is located at the southeast corner of the paper storage room. An opening in the north wall leads into the 1991 addition. An L-shaped corridor extends from the south end of the west wall of the paper storage room. The corridor has a concrete floor, walls, and ceiling and leads to a janitor’s room, a mechanical and electrical room, and a freight elevator with metal sliding doors.

The north portion of the first floor of the 1972 addition has an open office area at the east end and a corridor leading to operations rooms at the west end. The open office area at the east end of the floor was originally the location of a mailroom. It now contains cubicles for the newspaper’s marketing and online departments (Photo 15). The east wall of the open office area is lined with private offices. A meeting room and men’s and women’s restrooms line the south wall of the open office area. A corridor at the northeast corner of the office area leads to the 1991 addition. An enclosed stairwell at the southeast corner of the office area has vinyl tile flooring, concrete block walls, and a concrete staircase with metal pipe railing.

The open office area has carpeted floors, gypsum board walls, square concrete columns wrapped with painted gypsum board, and acoustic tile dropped ceilings. The private offices on the east wall have metal-framed glazed window walls with wood slab doors. The offices have carpeting, gypsum board walls, and acoustic tile ceilings. A corridor at the southwest corner of the office area extends to the west. A freight elevator is on the south side of the corridor. The corridor leads to a printing press operations room and a maintenance technician’s office, then jogs to the south, providing access to the printing press room.

1991 Addition

The one-story and basement 1991 addition has a square footprint and was constructed at the north end of the Appleton Post-Crescent Building, outside of the period of significance. The basement contains a
large open multi-purpose room with epoxied concrete floors, square concrete columns with flared caps, concrete block walls, and a concrete ceiling. An enclosed stairwell at the southwest corner of the multipurpose room has concrete floors, walls, and ceiling and a metal staircase.

The first floor of the 1951 addition contains an open office area with cubicles housing the newspaper’s circulations department (Photo 16). Private offices line the north wall of the office area. A small vestibule at the northeast corner leads to an exit door. A conference room is in the southeast corner of the office area and an enclosed circulation stairwell is in the southwest corner. Through the southwest stairwell to the south is a rectangular loading dock area with a concrete floor, concrete block walls, and a corrugated metal ceiling. Three vehicular loading dock bays are along the west wall. On the south wall is a door connecting the loading dock area to the 1972 addition.

The open office area has carpet flooring, gypsum board walls, and an acoustic tile dropped ceiling. An exit door is located at the south end of the west wall. The private offices along the north wall are demarcated with a gypsum board partition with glazed metal-framed viewing panes and wood slab office doors in metal frames. The northeast vestibule has metal-framed glazed walls and leads to a metal exit door with a glazed viewing pane. The southeast conference room has carpeting, gypsum board walls, and an acoustic tile ceiling. The southwest enclosed stairwell has vinyl tile flooring, concrete block walls, a corrugated metal ceiling, and a metal staircase.

**Integrity**

The Appleton Post-Crescent Building retains integrity to convey its local significance in the area of COMMUNICATIONS. The original 1932 building is retained and the design, materials, and workmanship on the exterior and interior of the building reflecting the Art Deco style are preserved. Exterior ornamentation that reflects the historic function of the building is preserved and in good condition; this includes raised letter signage above the entrance door and cast aluminum plaques around the door with images of a letterpress and newspaper roller press.

The historic steel-sash multilight windows in the 1932 and 1951 blocks were replaced in ca. 1973 with aluminum-frame multi-light tinted windows in the historic window openings. This exterior alteration still communicates the historic fenestration pattern of the 1932 and 1951 blocks, and does not negate the building’s ability to convey its historic function as a newspaper plant.

Additions to the building have been constructed in 1951, 1972, and 1991. Each addition was built by the Post-Crescent to enhance the newspaper’s ability to meet demand by expanding its news coverage, housing more employees, and operating updated printing presses. Each addition was added to the north elevation of the previous, in a way that preserves the primary elevations (facing Washington and
Superior streets) of each block. The primary entrance to the building is still in its original location in the south façade of the 1932 building, facing Washington Street. The 1951 and 1972 additions fall within the period of significance of the building, which spans from 1932 to 1972. The 1991 addition was constructed to create more office space for the newspaper’s employees. It is at the northernmost end of the building and is compatible in height and scale with the other portions of the building. The 1991 north addition does not negatively impact the integrity of the building because it is positioned to the rear of the historic blocks and is compatible in size.

The building has never been used for any purpose other than as a newspaper headquarters for the Appleton Post-Crescent. Thus, the interior still reads as a newspaper headquarters, maintaining significant spaces in their historic layout. The Art Deco-style entrance vestibule and lobby in the 1932 building is preserved. This includes historic materials and design elements such as walnut-veneered paneling in the vestibule and lobby; red-toned marble and Verde Antique stone flooring and baseboards in the vestibule; Verde Antique stone baseboards in the lobby; cast aluminum ornamental panels and grilles in the vestibule and lobby; a historic main staircase of red-toned marble and Verde Antique stone with curved aluminum handrails; stylized wood door jambs and trim and historic single-leaf wood doors with carved plaques at the office entrances flanking the main stair; a historic steel vault door; and some Verde Antique stone window sills.

The 1951 addition retains historic glazed brick walls and a historic vertical chute for transferring metal plates in its north stair hall. The basement levels of the 1932 and 1951 blocks retain their utilitarian character and continue their historic function as storage rooms. Steel tracks in the concrete floor, used for moving heavy carts of newspapers, are also retained. The large 1972 printing press room is fully preserved, although the press equipment was removed from the room circa 2000 when a new facility was built off-site for printing the newspaper.

The newsroom in the south portion of the second floor of the 1932 building is in its historic location, although the finishes have been updates. The mezzanine-level west stair landing in the 1932 portion of the building retains historic marble flooring and walnut paneling; the second, shorter flight of stairs up to the second floor also retains its historic aluminum curved hand rail and marble and stone treads and risers. On the second floor at the top of the main stair, a small portion of the historic marble tile flooring is retained, as well as walnut wainscot panels and wood door surrounds. Marble window sills are retained in some of the windows in the second-floor newsroom. Overall, the nominated building retains historic integrity to communicate its significance in the area of COMMUNICATIONS.
United States Department of the Interior  
National Park Service  

National Register of Historic Places  
Continuation Sheet  

Section 8  Page 1  
Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin  

Summary of Significance  

The Appleton Post-Crescent Building at 306 West Washington Street in Appleton, Outagamie County, Wisconsin, is eligible for listing in the National Register at the local level under Criterion A for significance in the area of COMMUNICATIONS. The non-partisan Appleton Post-Crescent newspaper was formed in 1920 by the merger of two partisan papers, the Appleton Crescent and the Appleton Post. The Green Bay-based architectural firm of Foeller, Schober, and Berners constructed the nominated building in the Art Deco style at the northwest corner of Washington and Superior streets in downtown Appleton as the new headquarters of the Appleton Post-Crescent in 1932. The firm also designed the three subsequent additions to the building in 1951, 1972, and 1991. Since its inception in 1920, the Post-Crescent has served as Appleton’s primary news source. During the period of significance from 1932 through 1972, the newspaper expanded its news coverage from local to regional and national issues and its circulation increased as the metropolitan area of the Fox River Valley grew. As a result, the 1932 Appleton Post-Crescent Building was expanded in 1951, 1972, and 1991 to update its printing presses and meet growing demand for the newspaper.  

The period of significance of the Appleton Post-Crescent Building begins in 1932 with the construction of the earliest portion of the building, and ends in 1972 when the last historic addition to the building was completed, which included a large press room to house the paper’s newly-acquired offset printing press, marking a major equipment expansion and upgrade. A non-historic addition to the north of the 1972 addition was completed in 1991 to expand the building’s office space. This non-historic addition does not obscure the historic portions of the building and is compatible in height. Overall, the Appleton Post-Crescent Building retains integrity to demonstrate its significance in the area of COMMUNICATIONS as the headquarters of the Appleton Post-Crescent, the city’s only daily newspaper and a prominent news source for the Fox River Valley region throughout the twentieth century.  

Development of Appleton, Wisconsin  

Appleton, Wisconsin, is located in Outagamie County, Wisconsin and currently had an estimated population of 74,000 in 2017. Appleton is situated at the northern tip of Lake Winnebago and is about thirty miles southwest of Green Bay and forty miles west of Lake Michigan.  

The land encompassing Outagamie County was ceded to the United States government by the Menominee Indian tribe in 1831, opening the area up to white settlement. One of the earliest white settlers in the Appleton area was Hippolyte Grignon, who constructed a combined house, inn, and tavern in 1835. Lawrence College was established in the Appleton area by wealthy Boston
entrepreneurs and Methodist ministers in 1849, and a lodging house for college employees was built. The lodging house also served as a hospital, church, and post office. The village of Appleton was incorporated in 1853 with a population of about 2,000. “Appleton” was the surname of prominent Bostonian Samuel Appleton, who had contributed funds to Lawrence College.

Appleton was reincorporated as a city on May 2, 1857. The introduction of the Chicago and Northwestern Railroad in 1861 greatly contributed to the expansion of the city’s commerce. As the city’s economy thrived, Appleton’s population expanded and grew more diverse, including a wave of immigrants from Germany and other European countries. A streetcar was established in 1866, and by 1886 the city was planning its sewer system. In 1900, Appleton’s population had expanded to 15,000 and the city had over 240 manufacturing plants. Appleton continued to thrive through the 1920s and by the end of the decade the population numbered 25,637. During this decade, Appleton’s system of roads evolved as streetcar service waned in deference to the burgeoning popularity of the automobile.

After the stock market crash, the city’s paper industry helped its citizens weather the Great Depression. Lawrence College continued to be a prominent presence in the city, marking its 90th anniversary in 1939. At the onset of World War II, the city’s population was approximately 28,600. Several Appleton industries contributed to the war effort. The Art Deco-style Outagamie County Courthouse was dedicated in downtown Appleton in 1942. Appleton’s infrastructure and population expanded after the war, with the population rising to 34,000 in the early 1950s. New hospitals, schools, and businesses opened. One of the country’s earliest enclosed shopping malls, the Valley Fair Shopping Center, opened in Appleton in 1954.

**Appleton’s Newspaper Publications and the Origins of the Appleton Post-Crescent**

The *Appleton Post-Crescent* was formed as a politically-independent newspaper on February 2, 1920, through the merger of two partisan newspapers, the *Appleton Post* and the *Appleton Crescent*. Prior to 1853, settlers in the Appleton region received news primarily through the *Green Bay Advocate*, delivered by boat from Green Bay and typically weeks old by the time it reached the hands of readers. The *Appleton Crescent* was Outagamie County’s first newspaper, beginning publication on February

---

6 Ibid.
7 Ibid., 17.
8 Ibid., 37.
9 Ibid., 53.
10 Ibid., 67.
11 Ibid., 85.
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 3

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

10, 1853, the same year that Appleton was incorporated as a village. The paper was formed by three brothers – Sam, James, and John Ryan – under the partnership “Ryan and Company.” Their father financially backed the endeavor and had played a role in the formation of the Green Bay Intelligencer, one of Wisconsin’s earliest newspapers. Sam Ryan served as the editor of the Appleton Crescent, with James as the financial overseer and John as the printer. The Crescent was named after the bend in the Fox River where early pioneers had settled, and in its first issue, the paper identified its mission to serve the Fox River Valley by reporting on local, state, and national interests. The inaugural issue also stated, “In politics, while we shall ever express our opinions of men and measures, we shall always inculcate National Democratic Principles as the true basis of a free government.”

The Crescent reported on the growth of Appleton, covering varied local issues such as infrastructure improvement, business development, and community government, as well as obituaries and records of marriages and births. Sam Ryan also wrote several editorials expressing the need to bring a railroad through Appleton; his influence is partially credited for the eventual establishment of the railroad in the town, leading to Appleton’s growth in the late-nineteenth century. The paper also routinely published editorials in support of the Democratic Party’s agenda.

Appleton’s first newspaper reflecting Republican Party ideals was the Democratic Free Press, briefly published from 1856 to 1857. This short-lived paper was followed by the Appleton Motor, begun on August 18, 1859 by F.C. Meade, two years after Appleton was re-incorporated as a city. Meade initially published the weekly edition of the Motor with Francis Ryan, the Republican brother of the Ryan brothers who founded the Crescent. Both papers covered the Civil War heavily, and both Sam Ryan of the Crescent and Francis Ryan of the Motor served in the war. Sam Ryan returned from service in 1863 and began publishing strongly-worded editorials in favor of temperance. Shortly after, a suspicious fire in the office of the Crescent temporarily suspended publication of the paper. During this time, the Motor supported the Crescent by publishing a column written by Sam Ryan in which he...

14 Oppmann, Fox Cities Memories, 125. “Century of Growth,” The Post-Crescent, September 10, 1972. This building is not extant.
15 Shriver, A History of Appleton Newspapers, 1.
16 Ibid., 2.
17 Oppmann, Fox Cities Memories, 125.
decried the unknown perpetrator of the fire. Francis Ryan returned from the war in poor health and discontinued his work with the Motor, while his partner, E.D. Ross, continued publishing the paper on a weekly basis. In 1866, Colonel Henry Pomeroy purchased the Motor and changed the name to the Appleton Post while continuing its strong Republican stance.

The Appleton Post changed ownership multiple times between 1866 and 1875. However, throughout the ownership changes the paper remained in support of the Republican Party and expanded its operations so that by 1875, the Appleton Post’s circulation was nearly double that of the Crescent. In January of 1887, the Post’s office was destroyed by fire, and the Crescent, along with a German-language newspaper Volksfreund, donated space and materials for the Appleton Post to remain in publication until it could acquire new equipment. This coordination reflected that although the Appleton Post and the Appleton Crescent were ideological rivals, their staffs worked together to keep Appleton’s news coverage varied and timely.

Several other newspapers developed in Appleton in the late-nineteenth century. These include the Appleton Times, a weekly begun in February of 1870 by J.N. Stone. The Appleton Times was a Republican paper, but its political stance was not as palpable as the Crescent or the Post. The Appleton Times focused on local personal interest stories, and was published as a daily for a short time until ultimately ceasing publication in 1875. Several German-language newspapers developed in Appleton to serve its growing immigrant population. The most widespread was the Appleton Volksfreund, published by G. Selbach beginning in March of 1871. After Henry Meyer purchased the Volksfreund in 1872, it soon became the largest German-language newspaper in Wisconsin, publishing once per week with 8,000 subscriptions. Henry Meyer was born in Hanover, Germany, in 1843 and immigrated to Wisconsin as a young child in circa 1846. Meyer moved to Appleton in 1869 and worked as a school principal until purchasing the Volksfreund. The Volksfreund remained in publication until 1932. Other local German-language newspapers included the Gegenwart and the Wecker. The Gegenwart, a weekly paper with a large German Lutheran following, was published by the Volksfreund but retained its own editor, Reverend Max Hein. The Appleton Wecker, unaffiliated with the Volksfreund, was published by Christian Roemer from 1881 to 1917. Christian Roemer was born in Germany in 1848 and immigrated to Wisconsin in 1852 with his family. Roemer worked as a shoemaker before owning the Appleton Wecker.

18 Shriver, A History of Appleton Newspapers, 5.
19 Ibid., 6.
20 Ibid., 11.
21 Ibid., 6.
22 Ibid., 11.
On May 14, 1883, the Appleton Post changed from a weekly to a daily newspaper, the first in the city to do so. Thomas Reid and E.P. Humphries, who led the Post's change to a daily newspaper, served as the editors of the Appleton Daily Post until the owner, the Post Publishing Company, was sold in 1920. In 1890, Samuel J. Ryan, nephew of Sam Ryan, began publishing under the Crescent banner a daily newspaper called the Appleton Evening Crescent. The weekly edition was later absorbed by the daily, with Samuel J. Ryan assuming the position of editor after his uncle's retirement. Another weekly paper, the Fox River Journal, was established in 1902 and shuttered by 1917. By 1918, the Appleton Daily Post and the Appleton Crescent were the only English-language newspapers in Appleton, and the Volksfreund was the only German-language newspaper.

Development and Evolution of the Appleton Post-Crescent, 1920 - present

After World War I, the newspaper printing industry was changing across the nation as several papers embraced consolidation to enhance profits and increase circulation. This trend reached Appleton in 1920, when the city's only two daily newspapers, the Appleton Crescent and the Appleton Daily Post, merged to form the Appleton Post-Crescent. The owners and editors responsible for the merger were John K. Kline, V.I. Minahan, Sr., his brother Eben R. Minahan, and A.B. Turnbull. The first edition of the Appleton Post-Crescent was published on February 2, 1920 as an eight-page, seven-column newspaper. New editions were printed every day except Sunday. The Appleton Post-Crescent did not align with any political party, and in its inaugural issue stated, “The independent newspaper serves no master. It is not controlled by politicians, party pressure, or any other self-seeking interest.” From 1920 until 1932, the Appleton Post-Crescent operated out of the rear of a Post Office building, constructed in 1900 at 23 S. Appleton Street (not extant). John Kline served as the first editor-in-chief of the Appleton Post-Crescent. After Kline's death in 1930, V.I. Minahan served as the next editor-in-chief.

Initial circulation of the Appleton Post-Crescent was about 7,000 subscribers in 1920. During the twentieth century, the paper facilitated several building, equipment, and technological upgrades to expand its news coverage and increase circulation. In 1922, the paper became a member of the Associated Press, allowing it to receive international news via wire transfer. The membership marked

24 Ibid., 7.
26 Oppmann, Fox Cities Memories, 125.
27 Ibid., 7.
30 “Leased Wires Bring 52,000 Words Daily,” Appleton Post-Crescent, June 27, 1932.
an increase in geographic scale of newsworthy events reported in the *Appleton Post-Crescent*. By February of 1929, the paper’s circulation had increased to 15,000 subscribers in a forty-mile radius; at the time, the city had a population of approximately 26,000.31

In 1932, the newspaper moved from the former post office building into a larger, purpose-built facility, the nominated building at the northwest corner of Washington and Superior streets in downtown Appleton. The new Appleton Post-Crescent Building was designed in the Art Deco style by the Green Bay architectural firm Foeller, Schober, and Berners.32 The newsroom (also called an editorial room) was located in the south portion of the building on the second floor, was where a staff of eleven, comprised of the managing editor, city editor, telegraph editor, and eight reporters, wrote their daily news stories of interest to Appleton’s citizens and the surrounding communities.33 A sound-proofed booth in the newsroom housed telegraph machines on which the staff received news reports from the Associated Press. In 1932, John Riedl served as the managing editor, and the reporting staff included three women - Violet Christensen, City Hall Reporter, Nellie Chamberlain, Society Reporter, and Lillian Mackesy, Staff Reporter. In 1932, the *Appleton Post-Crescent* was delivered to 15,122 subscribers in twenty-seven different cities and villages in the Fox River Valley.34 Circulation increased to 17,000 subscribers by 1936.35

In 1951, the *Appleton Post-Crescent* embarked on its first major building and equipment expansion since the construction of the 1932 original building, representing an investment of approximately $320,000.36 The expansion and upgrade was necessary as the *Appleton Post-Crescent* increased its circulation and news and advertising content, and the 1932 building was becoming cramped and inefficient.37 An addition was constructed on the north elevation of the original building, and the paper purchased a new Goss Dek-A-Tube press that doubled its printing capacity, allowing it to increase to a seventy-two page paper that could be printed in one run.38 The paper also acquired new equipment for its stereotyping, composing, and photography departments, and was able to begin receiving photographs through wire service. The paper purchased two new linotype machines, one of which was used exclusively for news headlines. The other linotype machine featured an automatic electronic typesetting feature. The first edition of the *Appleton Post-Crescent* printed on the new Dek-A-Tube press was released on February 16, 1952.39 In 1954, Minahan died and his son assumed the role of

33 “Large Staff of Writers Covers Field for News,” *Appleton Post-Crescent*, June 27, 1932.
34 “No Time Lost in Delivery of Post-Crescent,” *Appleton Post-Crescent*, June 27, 1932.
37 Ibid.
39 Ibid.
editor-in-chief. In 1958 the paper installed a six-unit Goss Headliner press (to be used in conjunction with the Dek-A-Tube press), allowing the paper to begin printing photographs in color. During this era of expanding circulation, the newspaper coined the term “Fox Cities” to refer to the growing metropolitan area that it served. The term includes nineteen cities along the Fox River in east-central Wisconsin, including Kaukauna to the northeast of Appleton and Menasha and Neenah to the southwest of Appleton.

By 1960, the Appleton Post-Crescent had a circulation of approximately 40,000. At the time, the paper served the city of Appleton, which had a population of 48,000, as well as greater Outagamie County and nearby Waupaca, Calumet, and Winnebago counties. The first Sunday edition of the Appleton Post-Crescent was published on September 24, 1961, marking the first time that a newspaper was available in Appleton and the surrounding area seven days per week. Reflecting its expanding coverage and circulation market, the newspaper officially removed “Appleton” from its masthead, becoming simply the Post-Crescent, in 1964.

During the 1960s and 1970s, computerized systems were developed for newspaper production. In 1968, the Post-Crescent began touring newspaper operations across the country that had invested in new technology and modernized their operations. By the early 1970s the Post-Crescent decided to fully update their own production systems with a $4.5-million-dollar expansion and remodeling, resulting in the construction of a new 20,000-square-foot addition on the north side of the 1951 addition to house new offset printing presses and an expanded mailroom.

On September 10, 1972, the Post-Crescent’s new $2 million offset Goss Metro presses went into production, ushering in the paper’s era of computer printing and ceasing its use of letterpress printing. The new presses were considered among the most modern in usage, producing up to 60,000 copies per hour with sharper images, and eliminating the need for a stereotyping room for casting lead printing plates. The Post-Crescent’s adoption of the offset printing press technology proved to be a prescient business decision, as the technology eventually swept the entire newspaper production industry. Offset printing was tested in the newspaper production industry as a feasible alternative to letterpress printing in 1964, when the Research Institute of the American Newspaper Publishers Association installed an offset press at its research center in Easton, Pennsylvania, and about 130 newspapers across the

42 Oppmann, Fox Cities Memories, 126.
43 Ibid.
country were printing with the new technology. By the end of the 1970s, offset printing was widely-used throughout the industry. The new offset printing technology actually changed the physical look of the Post-Crescent newspaper, resulting in wider columns of text. In addition to the offset printing press, the Post-Crescent acquired new photographic equipment for composing pages, new computers, and new electric typewriters for preparing text for conversion to coded computer tapes. Interior spaces in the 1932 and 1951 buildings were remodeled to create additional offices utilizing the new computers and updated equipment. This large expansion and remodel campaign in 1972 marks the end of the period of significance of the Appleton Post-Crescent Building.

By 1981, the Post-Crescent had more than 52,000 subscribers every weekday and more than 60,000 for the Sunday paper. The newspaper’s owner, The Post Corporation – run by the Minahan family – had amassed a holding of various media outlets including newspapers and radio and television stations in nine different states. There were no major changes at the paper until 1984, when the Post Corporation sold the Post-Crescent to Gillett Communications, a Tennessee-based media company, who then sold the paper to Thomson Newspapers, Inc. In 2000, the Post-Crescent was sold to the Gannett Company, based in Virginia. After the sale, the paper received another printing press equipment upgrade, which were housed in a new facility in Appleton’s Northeast Industrial Park. The newsroom and circulation departments remained in the nominated Post-Crescent building at 306 West Washington Street.

Construction of the Appleton Post-Crescent Building

The Appleton Post-Crescent Building covers half a city block in downtown Appleton, Wisconsin and was built in 1932 with additions constructed in 1951, 1972, and 1991. Each addition was designed to expand the growing paper’s printing capabilities, house more employees, and to modernize its systems to maintain a competitive edge in the Midwestern newspaper market.

In 1930, the Appleton Post-Crescent purchased a set of three parcels at the northwest corner of Superior and Washington streets in downtown Appleton. The parcels were located one block west of Appleton Street, the city’s main commercial center, and where the newspaper had its existing facility at the rear of a Post Office building located at 123 S. Appleton Street (not extant). At the time, Appleton’s downtown was expanding, with surrounding residential blocks giving way to industrial and commercial uses. According to Sanborn maps from 1924, the Appleton Post-Crescent’s new site was

48 Oppmann, Fox Cities Memories, 127.
occupied by two frame houses that faced Superior Street. To the west, along Washington Street, was a row of smaller frame houses, and to the north was the Hettinger Lumber Company’s storage shed and yard. Within a decade, Superior Street became an important commercial street. In a full-page advertisement in 1932, the Appleton Post-Crescent celebrated the transformation of Superior Street from a “quiet side street,” into “the new center of Appleton’s business district.”

The Appleton Post-Crescent commissioned the Green Bay, Wisconsin, based architectural firm of Foeller, Schober and Berners to design its new headquarters at 306 West Washington Street. Construction on the Art Deco-style building began in 1931 and was completed in late spring the following year. Promoting the building’s opening to the public on June 28th, 1932, the Appleton Post-Crescent proclaimed its new headquarters to be “one of the most attractive newspaper plants in the country.” Foeller, Schober and Berners lauded their work in a full-page advertisement in the newspaper, noting, “We find, in the Post-Crescent Building, the realization of our desire to design and plan a structure which, while exhibiting a breath-taking beauty, would at the same time become the working place where the newspaper of an energetic city could best be published.”

The two-story and basement newspaper office was designed using the latest in modern lightweight building materials. A concrete foundation and steel framing supported interior and exterior walls built of “featherweight Haydite Building units,” a concrete product comprised of crushed and screened burned clay or shale. The roof was given a lightweight poured-in-place gypsum slab applied by the United States Gypsum Company. The main Washington and Superior Street elevations were clad in Kasata stone, a cream-colored limestone quarried in Mankato, Minnesota, with a contrasting polished Pearl Black granite water table and primary entrance doorframe. The full-height recessed window bays and main entrance were detailed with cast aluminum frames and spandrel panels produced by the Crown Iron Works in Minneapolis, Minnesota. The Art Deco style was reflected in the building’s ornamentation, including the prominent entrance door surround on Washington Street featuring stepped granite stones and a cast aluminum door frame with ornamental plaques with stylized images of a letterpress and newspaper roller press, and raised metal letters in a stylized font reading “Appleton Post-Crescent.” The cas: aluminum spandrel panels in the rhythmic, prominent window bays along the south façade and east elevation featured Art Deco motifs including chevrons, stylized linenfolds, waves, and a central octagonal plaque with a foliate design. All secondary elevations were clad in plain cream-toned face brick, and secondary windows were steel sash.

49 Advertisement, Appleton Post-Crescent, June 27, 1932: 47.
50 “No Sacrifice of Beauty to Gain Utility,” Appleton Post-Crescent, June 27, 1932.
51 Advertisement, Appleton Post-Crescent, June 27, 1932: 16.
52 “No Sacrifice of Beauty to Gain Utility,” Appleton Post-Crescent, June 27, 1932.
54 “No Sacrifice of Beauty to Gain Utility,” Appleton Post-Crescent, June 27, 1932.
On the interior, the public lobby and office spaces were finished with a range of materials supplied by Midwestern firms. The entrance vestibule, lobby, and general manager’s office on the first floor were given floors of red-toned Tennessee marble and a base of Verde Antique stone, a distinctive green granite with white veining that simulated marble. The lobby staircase featured a stylized aluminum handrail, Tennessee marble steps, and Verde Antique stone risers. Walnut-veneered paneling was used in the entrance vestibule, the public lobby, and in offices throughout the building. The paneling was manufactured by the Matthews Brothers Manufacturing Company, Inc. of Milwaukee, which supplied millwork for the Chicago Board of Trade building (1929), the Waldorf-Astoria Hotel (1931) in New York City, and the Supreme Court building (1935) in Washington, D. C. The decorative cast aluminum panels on the building’s exterior and in the interior lobby, and the aluminum railings on the lobby staircase, were wrought by the Badger Wire and Iron Works of Milwaukee. Most rooms featured plaster ceilings with decorative plaster borders, but in order to reduce noise in the lobby, the central portion of the ceiling was given a suspended “Sanacoustic” perforated-metal acoustic tile system, which was introduced in 1929 and manufactured by the Johns-Manville Company.\(^{55}\) Other modern materials included Wrightex-brand acoustic rubber tile floors in mottled brown with a block border, chrome-plated hardware, nickel-finished modern light fixtures, and recessed radiators hidden by decorative cast aluminum grilles.\(^{56}\) The vault door in the first floor lobby, framed by a molded walnut surround, was made by the Diebold Safe and Lock company of Canton, Ohio.

The production and printing portions of the building were more utilitarian in design, but equally innovative in their use of modern finishes. The composing room on the second floor and the press room below were designed to hold heavy linotype machines and printing presses. Finishes included wood block floors manufactured by the Carter Blox-on-end Floor Company of Chicago and, in the composing and stereotype rooms, walls of salt-glazed brick by the Stark Brick Company of Canton, Ohio. All doors and stairs were of steel.\(^{57}\) Upper-floor production spaces were naturally illuminated by north-facing sawtooth-type roof monitors. The newsroom and editorial offices were housed in the south portion of the second floor, with large windows facing Washington Street.

During the construction of the new building in 1932 the Appleton Post-Crescent had installed all the latest printing equipment, but allotted no room for an engraving or photography studio. Prior to the 1930s, the specialized equipment needed to convert developed images into half-tone printing plates was large and expensive, and the technology was often only available to large metropolitan newspapers. The rise of illustrated newspapers mirrored the increase of illustrated magazines and other

\(^{55}\) Ibid.; Emily Thompson, “Shaping the Sound of Modernity,” Hearing History: A Reader (Athens, Georgia: The University of Georgia Press, 2003), 352.

\(^{56}\) “No Sacrifice of Beauty to Gain Utility,” Appleton Post-Crescent, June 27, 1932.

\(^{57}\) Ibid.
publications, which prompted greater public demand for photographic images. The Appleton Post-Crescent first recognized the trend in 1935 and installed a small engraving studio and converted a janitor’s closet into a darkroom. With the demand for images increasing, the decision to build a specially-designed studio space was made and in 1939 the Appleton Post-Crescent acquired the neighboring lumberyard to the north and built a small sub-grade addition on the north side of the 1932 building. Architects Foeller, Schober and Berners designed the addition, which opened in 1940 and provided needed engraving and photographic studio spaces. Only the roof of the addition was visible above ground. The remainder of the parcel was used for parking until future additions were needed.

In 1951, construction began on a two-story addition on the north side of the 1932 building, on top of the 1940 sub-grade photography studio. The new addition was the first major enlargement of the building since the original building was constructed in 1932. The $120,000 addition was designed by the firm of Foeller, Schober, Berners, Stafford and Jahn of Green Bay and was built by the P. G. Miron Construction Company. It was the same height as the original building and added 11,000 square feet to the facility, resulting in 34,000 square feet in total. The addition’s Superior Street (east) elevation was designed in the style of the original 1932 building with the same Mankato stone cladding and cast aluminum spandrel panels, but it featured simplified carved stone elements and lacked the black granite base seen on the 1932 building.

The interior of the 1951 addition was designed to hold two large linotype machines and a new Dek-A-Tube press, manufactured by the Goss Printing Press Company of Chicago. The Dek-A-Tube press was both larger and faster than the newspaper’s existing presses and was capable of printing seventy-two pages on a single run. Previously, the newspaper was printing forty-eight pages between two presses. The new thirty-one-ton press and a 5,000-gallon ink storage tank were housed in the basement and first floor along the north wall of the addition. A mailroom was also created on the first floor. The mezzanine level of the addition was designed with restrooms and a lunch room for employees. The second floor of the addition housed the engraving department in the northwest corner and a composing room. The sub-grade 1940 photographic studio was eliminated, and a new photography department was created on the second floor of the 1932 building, to the north of the newsroom. The basement of the 1932 building was used for the storage of paper rolls and for electronic automated typesetting equipment, which helped improve production speed. Seven years later, a new 375-ton Goss

58 “New Engraving Plant Makes Better Pictures,” Appleton Post-Crescent, June 29, 1940.
59 “Post-Crescent to Build New Engraving Plant; Buys Land to Meet Future Expansion Needs,” Appleton Post-Crescent, September 15, 1939.
Headliner press, capable of handling ninety-six-page layouts at 42,000 copies per hour, was installed in the 1951 addition.\(^{62}\)

In the early 1970s the *Post-Crescent* embarked on a major expansion campaign that involved the construction of a new addition to the north of the 1951 addition to house the newspaper’s new $2-million-dollar Goss Metro offset printing presses, which would replace the newspaper’s existing letterpresses. The one-story and basement addition was designed by Berners, Schober and Kilp and featured a press room with a metal and glass curtain wall facing Superior Street that allowed the public to view inside and see the *Post-Crescent* in production. The north portion of the addition had a modern, utilitarian look of simple buff-toned brick that contrasted in style with the existing 1932 and 1951 blocks. The contractor was the P.G. Miron Construction Company, who also served as the contractor for the original building and the 1951 addition.\(^{63}\)

The second phase of the expansion campaign involved the remodeling of the 1932 building and 1951 addition. Very little work was completed on the exterior of the building except for the replacement of the original steel sash casement windows with tinted “solar windows” in the historic window openings, completed circa 1973.\(^{64}\) On the interior, the newspaper continued to operate during construction, which limited construction crews to update small sections of the building at a time. Several departments were relocated to new areas of the building, while spaces were improved for the installation of new computers and other modern systems. Updates throughout the interior included new dropped acoustic tile ceilings, new lighting, and new finishes. Carpeted steel panels hiding cables replaced or covered existing floors. A public service desk was installed in the 1932 lobby, where people entering the building from the main entrance on West Washington Street could obtain information pertaining to the newspaper.

In 1991, the *Post-Crescent* built a new office addition between the 1972 addition and Franklin Street to the north. The addition’s exterior design was similar to the brick portion of the 1972 addition, with small windows and expanses of cream-toned brick. At this time, three small rectangular windows were punched into the north end of the east brick wall of the 1972 addition. In 2000, the *Post-Crescent* moved its newspaper printing to a new facility in Appleton while continuing to use the nominated property for news writing, editorial activities, and other departments of the newspaper.\(^{65}\)


\(^{63}\) “Costly, Messy but Worth It All,” *The Post-Crescent*, March 24, 1974.


Comparable Buildings

The nominated Appleton Post-Crescent Building is the only extant building in Appleton that represents the prolific influence of the *Appleton Post-Crescent* newspaper (known simply as the *Post-Crescent* since 1964, reflecting its expanded circulation in the Fox River Valley). The nominated building was the first purpose-designed building for the newspaper, and has served as the newspaper’s headquarters since 1932. The *Appleton Post-Crescent* was formed in 1920, and from 1920 to 1932 its offices and printing press were housed in the rear portion of a Post Office building constructed in 1900 at 123 S. Appleton Street. The building at 123 S. Appleton Street was demolished sometime after 1972, and the site now holds a modern multi-story parking deck. As the *Appleton Post-Crescent* was the only daily and Sunday newspaper serving Appleton, it is the only extant historic newspaper plant in the city.

Architects Foeller, Schober and Berners

The Green Bay, Wisconsin, architectural firm of Foeller, Schober and Berners and its successor firms designed the Appleton Post-Crescent Building’s 1932 original building and 1951, 1972, and 1991 additions. The firm originated with the solo practice established by Henry A. Foeller (1871-1938) in 1898. Foeller was born in the French province of Alsace and immigrated to Oshkosh, Wisconsin in 1885 to live with his uncle. During this time, Foeller attended the Oshkosh Teacher’s College and then apprenticed with the Oshkosh architect William Waters. In 1895, Foeller moved to Green Bay and formed a partnership with James E. Clancy, which ended a few years later when Foeller started his solo practice.

Draftsman Max W. Schober joined Foeller in 1907, forming the partnership of Foeller and Schober. The firm started with residential projects in Green Bay, and then began taking on larger commissions such as churches, school’s, libraries, and hospitals in the 1910s and 1920s. Prior to their commission to build the Appleton Post-Crescent Building in 1932, Foeller and Schober designed the headquarters of the *Green Bay Press-Gazette* at 435 E. Walnut Street in Green Bay in 1924 (extant). The Neo-Gothic

---

Revival-style building contained the newspaper’s offices and printing presses, as seen at the Appleton Post-Crescent Building.

Foeller and Schober quickly rose to prominence in Green Bay and attracted newly-arriving architects and engineers seeking to launch their careers. In 1925, engineer Edgar Berners joined the firm; he became partner by 1928 and the firm name was updated to Foeller, Schober and Berners. That same year, the firm designed their Green Bay offices at 310 Pine Street in the Tudor Revival style, where the present form of the firm, Berners-Schober Associates, still resides today. In Green Bay, other prominent designs of the firm include the Whitney School at 215 N. Webster Avenue (built in 1918; NR-listed in 2017), the YMCA Building at 235 N. Jefferson Street (built in 1924; NR-listed in 2016), the Columbus Community Club at 115 S. Jefferson Street (built in 1924), the Kellogg Public Library and Neville Public Museum at 125 S. Jefferson Street (built in 1903, addition in 1926; NR-Listed, 1981), First Evangelical Lutheran Church at 743 S. Monroe Avenue (built in 1955; NR-listed in a district in 1980), and Green Bay City Hall at 100 N. Jefferson Street (built in 1956).

When the Appleton Post-Crescent Building was completed in 1932, Foeller, Schober and Berners had eleven members. In 1940, the firm gained two new partners and was renamed Foeller, Schober, Berners, Safford and Jahn. Henry Foeller served as a member of Wisconsin’s state examining board for architects since his founding of the practice. Although the firm was most prolific in Green Bay, they have also designed varied buildings across Wisconsin. This body of work included gas stations for various Wisconsin gasoline companies in Waupun (1924), Madison (1924), Walworth (1925), Marinette (1925), Racine (1926), and Burlington (1927). The firm also has a small body of work in Appleton, Wisconsin, in addition to the Appleton Post-Crescent Building. This body of work includes the 1949-1954 Sacred Heart School at 222 E. Fremont Street; the 1951 Memorial Hall building on the Lawrence University campus; and 1960s additions to St. Elizabeth Hospital at 1506 S. Oneida Street.

Conclusion

The Appleton Post-Crescent Building at 306 West Washington Street in Appleton, Outagamie County, Wisconsin is eligible for listing in the National Register at the local level under Criterion A for significance in the area of COMMUNICATIONS. The nominated building was constructed as the headquarters, housing both offices and printing presses, for the Appleton Post-Crescent newspaper in 1932. The non-partisan Appleton Post-Crescent newspaper was formed in 1920 from the merger of two partisan newspapers, the Appleton Crescent and the Appleton Post. The Appleton Post-Crescent has served as Appleton’s primary printed news source and only daily newspaper since 1920. The first

Sunday edition of the Appleton Post-Crescent was published on September 24, 1961, marking the first time that a newspaper was available in Appleton and the surrounding area seven days per week. In 1964, the newspaper removed “Appleton” from its masthead and became simply the Post-Crescent, reflecting its expanded area of coverage and circulation. The newspaper covered not only local and regional newsworthy stories for the citizens of Appleton and the Fox River Valley, but also reported on national and international news. In the 1950s, Appleton Post-Crescent editor V.I. Minahan coined the term “Fox Cities" to refer to the newspaper’s expanding metropolitan area along the Fox River Valley. Historian Matt Carpent of the Outagamie County Historical Society stated, “The Post-Crescent is an important factor to our sense of community and dialogue in the Fox Cities region.”

The Appleton Post-Crescent added three additions to the original 1932 building in 1951, 1972, and 1991 to update its facilities as the newspaper’s circulation area expanded and new technologies were adopted. The newspaper continually integrated new printing press and composing technologies to create a more efficient daily printing operation and offer a newspaper with sharper and high-resolution photographic images and text. The period of significance of the nominated building begins in 1932 with the construction of the Art Deco-style original portion of the headquarters and ends in 1972, when the last historic and significant addition to the building was constructed.

72 Oppmann, Fox Cities Memories, 126.
Bibliography

Advertisement. *Appleton Post-Crescent*, June 27, 1932: 5, 16, 47.


“Costly, Messy but Worth It All.” *The Post-Crescent*, March 24, 1974.


“Large Staff of Writers Covers Field for News.” *Appleton Post-Crescent*, June 27, 1932.


National Register of Historic Places
Continuation Sheet

Section 9 Page 2


“New Engraving Plant Makes Better Pictures.” Appleton Post-Crescent, June 29, 1940.


“No Sacrifice of Beauty to Gain Utility.” Appleton Post-Crescent, June 27, 1932.

“No Time Lost in Delivery of Post-Crescent.” Appleton Post-Crescent, June 27, 1932.

“On the Heels of One Accomplishment Comes Another.” Appleton Post-Crescent, April 27, 1929.


“Post-Crescent Launches Big Expansion Program.” Appleton Post-Crescent, March 27, 1951.

“Post-Crescent to Build New Engraving Plant; Buys Land to Meet Future Expansion Needs.” Appleton Post-Crescent, September 15, 1939.


“This Post-Crescent Printed on New Press.” Appleton Post-Crescent, February 16, 1952.


Verbal Boundary Description:

The Appleton Post-Crescent Building is situated on a 1.3-acre parcel that is defined by the legal parcel boundary as follows: “APPLETON PLAT 2WD E72 FT OF LOTS 5 & 11 AND ALL OF LOTS 6 & 12 BLK 40.”

The National Register boundary follows the legal parcel boundary, and can be further defined by West Washington Street to the south, North Superior Street to the east, West Franklin Street to the north, and the legal parcel line to the west.

Boundary Justification:

The National Register boundary coincides with the legal parcel for the building, and encompasses the entire building associated with the Appleton Post-Crescent newspaper during the period of significance.
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 1

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Photo Log

Name of Property: Appleton Post-Crescent Building
City or Vicinity: Appleton
County: Outagamie State: Wisconsin
Photographer: Rachel Barnhart
Date Photographed: October 2018
Location of Original Digital Files: State Historic Preservation Office, Wisconsin Historical Society

Photo 1
South Façade and East Elevation
Camera facing northwest

Photo 2
South Façade, 1932 Building
Camera facing north

Photo 3
East Elevation, 1932 Building and 1951, 1972 Additions
Camera facing southwest

Photo 4
East Elevation and North Elevation, 1991 Addition
Camera facing southwest

Photo 5
West Elevation, 1991 and 1972 Additions
Camera facing southeast

Photo 6
West Elevation, 1972, 1951 Additions and 1932 Building
Camera facing east

Photo 7
West Elevation, 1932 Building
Camera facing east
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 2

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Photo 8
1932 Building, 1st Floor Art Deco Lobby
Camera facing southeast

Photo 9
1932 Building, 1st Floor Lobby Staircase
Camera facing west

Photo 10
1932 Building, Mezzanine Level, Stair Hall
Camera facing west

Photo 11
1932 Building, 2nd Floor Newsroom
Camera facing southeast

Photo 12
1932 Building, 2nd Floor Staircase Landing
Camera facing northeast

Photo 13
1951 Addition, Basement
Camera facing southwest

Photo 14
1972 Addition, 1st Floor of Pressroom
Camera facing southeast

Photo 15
1972 Addition, 1st Floor Office Space
Camera facing west

Photo 16
1991 Addition, 1st Floor Office Space
Camera facing west
United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section **Figures**  Page 1  
Appleton Post-Crescent Building  
Appleton, Outagamie County, Wisconsin

List of Figures

**Figure 1.** Appleton Post-Crescent Building Site Map and Exterior Photo Key  
**Figure 2.** Appleton Post-Crescent Building Chronology Map

**Figure 3.** Appleton Post-Crescent Building, First Floor – Current Floorplan and Photo Key  
**Figure 4.** Appleton Post-Crescent Building, Mezzanine Level – Current Floorplan and Photo Key

**Figure 5.** Appleton Post-Crescent Building, Second Floor – Current Floorplan and Photo Key  
**Figure 6.** Appleton Post-Crescent Building, Basement – Current Floorplan and Photo Key

**Figure 7.** Appleton Post-Crescent Building, USGS Map and UTM Coordinates  
**Figure 8.** 1950 Sanborn Fire Insurance Map

**Figure 9.** 1931 Historic Drawing of 1932 Building’s South Façade  
**Figure 10.** 1972 Historic Drawing, First Floor of 1932 Building and 1951 Addition

**Figure 11.** 1972 Historic Drawing, Mezzanine of 1932 Building and 1951 Addition  
**Figure 12.** 1972 Historic Drawing, Second Floor of 1932 Building and 1951 Addition

**Figure 13.** 1932 photograph of southeast corner of the Appleton Post-Crescent Building, view NW

**Figure 14.** 1932 photograph of primary entrance on south façade of the Appleton Post-Crescent Building, view N

**Figure 15.** 1932 photograph of 1st floor lobby in the Appleton Post-Crescent Building, view W

**Figure 16.** 1932 photograph of newspaper presses in the Appleton Post-Crescent Building  
**Figure 17.** 1932 photograph of the Appleton Post-Crescent staff

**Figure 18.** 1939 photograph of Appleton Post-Crescent paperboys  
**Figure 19.** 1939 photograph of a pressman using a chute to send a metal plate to the press room

**Figure 20.** 1940 photograph of 2nd floor newsroom in the Appleton Post-Crescent Building  
**Figure 21.** 1940 photograph of north elevation of the 1932 original building and the sub-grade 1940 photography studio, view SW

**Figure 22.** 1958 photograph of the 1932 original building and the 1951 addition, view NW

**Figure 23.** 1952 photograph of the west and south elevations and the one-story garage wing of the 1951 addition, view NE

**Figure 24.** 1958 photographs of the basement of the Appleton Post-Crescent Building  
**Figure 25.** 1960 photograph of the 1st floor lobby in the Appleton Post-Crescent Building, view SW

**Figure 26.** November 22, 1963 front page of the Appleton Post-Crescent  
**Figure 27.** July 21, 1969 front page of The Post-Crescent

**Figure 28.** 1972 photograph of the 1932 original building, the 1951 addition, and the 1972 addition, view NW

**Figure 29.** 1974 photograph of the Appleton Post-Crescent Building as seen from Superior Street, view SW

**Figure 30.** Ca. 1982 photograph of the offset printing press room in the 1972 addition, view NE
Figure 31. 1982 circulation statistics for *The Post-Crescent*
Figure 32. 1985 photograph of the Appleton Post-Crescent Building, view NW
Figure 33. Historic photograph of the former Post Office building at 123 S. Appleton Street (not extant)
Figure 34. 1924 Historic Drawing of the Green Bay Press Gazette Building at 435 E. Walnut Street in Green Bay, WI
Figure 35. Current photographs of historic cast aluminum details at 1932 building entrance
Figure 36. Current photographs of historic details in 1932 building entrance vestibule
Figure 37. Current photograph of historic detail in 1932 lobby
Figure 1. Appleton Post-Crescent Building Site Map and Exterior Photo Key
Figure 2. Appleton Post-Crescent Building Chronology Map
Figure 3. Appleton Post-Crescent Building, First Floor – Current Floorplan and Photo Key
Figure 4. Appleton Post-Crescent Building, Mezzanine Level – Current Floorplan and Photo Key
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 7

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Figure 5. Appleton Post-Crescent Building, Second Floor – Current Floorplan and Photo Key

2nd Floor Plan

Appleton Post-Crescent
306 West Washington Street
Appleton, Outagamie County, WI

*Note: Plans are for photokey reference only
Figure 6. Appleton Post-Crescent Building, Basement – Current Floorplan and Photo Key
Figure 7. Appleton Post-Crescent Building, USGS Map and UTM Coordinates

Appleton Post-Crescent Building
303 West Washington Street
Appleton, Outagamie Co., Wisconsin

Map Location

USGS Map: Appleton West Side, WI

UTM Coordinates

Zone 16T

Easting: 1,275,987
Northing: 446,202.28
Figure 8. 1950 Sanborn Fire Insurance Map. Note the 1940 sub-grade Photography Department addition at the north end, which was replaced with a new addition in 1951.
Figure 9. 1931 Historic Drawing of 1932 Building's South Façade. Berners-Schober Associates Archives.
Figure 10. 1972 Historic Drawing, First Floor of 1932 Building and 1951 Addition. Berners-Schober Associates Archives.
Figure 11. 1972 Historic Drawing, Mezzanine of 1932 Building and 1951 Addition. Berners-Schober Associates Archives.
Figure 12. 1972 Historic Drawing, Second Floor of 1932 Building and 1951 Addition. Berners-Schober Associates Archives.
**United States Department of the Interior**
National Park Service

**National Register of Historic Places**
Continuation Sheet

---

**Appleton Post-Crescent Building**
Appleton, Outagamie County, Wisconsin

---

**Figure 13.** 1932 photograph of southeast corner of the Appleton Post-Crescent Building, view NW. *Source: Bonnie Lutzewitz, The Post-Crescent.*
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section  Figures  Page 16

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Figure 14. 1932 photograph of primary entrance on south façade of the Appleton Post-Crescent Building, view N. Source: Bonnie Lutzewitz, The Post-Crescent.
Figure 15. 1932 photograph of 1st floor lobby in the Appleton Post-Crescent Building, view W. Source: Bonnie Lutzewitz, *The Post-Crescent*.
Figure 16. 1932 photograph of newspaper presses in the Appleton Post-Crescent Building. Source: Bonnie Lutzewitz, The Post-Crescent.
Figure 17. 1932 photograph of the Appleton Post-Crescent staff. Source: Appleton Historical Society.
Figure 18. 1939 photograph of Appleton Post-Crescent paperboys. Source: Appleton Historical Society.
Figure 19. 1939 photograph of a pressman using a chute to send a metal plate to the press room. The transfer chute is preserved in the building. *Source: Bonnie Lutzewitz, The Post-Crescent.*
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Figures Page 22

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Figure 20. 1940 photograph of 2nd floor newsroom in the Appleton Post-Crescent Building. Source: Bonnie Lutzewitz, The Post-Crescent.
Figure 21. 1940 photograph of north elevation of the 1932 original building and the sub-grade 1940 photography studio, view SW. The sub-grade photography studio was replaced with a new addition in 1951. Source: Appleton Historical Society.
Figure 22. 1958 photograph of the 1932 original building and the 1951 addition, view NW. Source: Bonnie Lutzewitz, The Post-Crescent.
Figure 23. 1952 photograph of the west and south elevations and the one-story garage wing of the 1951 addition, view NE. Source: Appleton Historical Society.
Figure 24. 1958 photographs of the basement of the Appleton Post-Crescent Building. The steel tracks in the basement are extant. Source: The Appleton Post-Crescent, "At the Post," 1958.

Pressman Bob Cleveland masterminds the 1,800-pound roll of newsprint down the trolley tracks.

Up She Goes, Right Into place, the big roll of newsprint guided by pressmen Clem Gerou, left, and Cleveland. This paper loading section of the press can't be seen from the N. Superior street windows because it's below the metal flooring. The newsprint comes from the adjacent underground warehouse by way of the miniature trolley system. Turn-table switches route the cars on the proper tracks leading to each press unit.
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section  Figures  Page 27

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Figure 25. 1960 photograph of the 1st floor lobby in the Appleton Post-Crescent Building, view SW.
Source: Appleton Historical Society.
**Figure 26.** November 22, 1963 front page of the *Appleton Post-Crescent*. In addition to local coverage, the newspaper reported on national and state events, such as the assassination of President Kennedy. *Source: The Post-Crescent, “Celebrate Appleton,” 2007.*
Figure 27. July 21, 1969 front page of The Post-Crescent. In 1964, the newspaper removed “Appleton” from its masthead to reflect its circulation throughout the Fox River Valley, becoming simply “The Post-Crescent” and continuing to report on events ranging from local to international in scale. Source: The Post-Crescent, “Celebrate Appleton,” 2007.
Figure 28. 1972 photograph of the 1932 original building, the 1951 addition, and the 1972 addition, view NW. Source: Appleton Historical Society.
Figure 29. 1974 photograph of the Appleton Post-Crescent Building as seen from Superior Street, view SW. *Source: Appleton Historical Society.*
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section  Figures  Page  32

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Figure 30. Ca. 1982 photograph of the offset printing press room in the 1972 addition, view NE. This press room is retained, although the equipment has been removed. Source: Appleton Historical Society.
Figure 31. 1982 circulation statistics for The Post-Crescent. Source: Appleton Historical Society.
Figure 32. 1985 photograph of the Appleton Post-Crescent Building, view NW. Source: Bonnie Lutzewitz, The Post-Crescent.
Figure 33. Historic photograph of the former Post Office building at 123 S. Appleton Street (not extant). The *Appleton Post-Crescent* occupied the rear portion of this building from 1920 through 1932 until their headquarters was constructed. This building was demolished in the late 20th century. *Source: Andrew Oppmann, “Fox Cities Memories,”* 2003.
**Figure 34.** 1924 Historic Drawing of the Green Bay Press Gazette Building at 435 E. Walnut Street in Green Bay, WI. The building was completed in 1924 and designed by Foeller, Schober and Berners - the same firm that designed the Appleton Post-Crescent Building. *Source: Berners-Schober Associates Archives.*
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section:  Figures:  Page: 37

Appleton Post-Crescent Building
Appleton, Outagamie County, Wisconsin

Figure 35. Current photographs of historic cast aluminum details at 1932 building entrance. Source: MacRostie Historic Advisors, 2018.
Figure 36. Current photographs of historic details in 1932 building entrance vestibule. Source: MacRostie Historic Advisors, 2018.
Figure 37. Current photograph of historic detail in 1932 lobby. Source: MacRostie Historic Advisors, 2018.