

[The style of the following letter is inspired and based, in part, upon an appeal that Appleton pioneer Rev. Reeder Smith made in 1859 for the raising of funds to rebuild the Lawrence University Female and Preparatory Department which had been destroyed by fire, and to endow professorships at the University.]

## **A Bold Appeal**

Dear Friend of Appleton,  
Summer 2016

The importance of this subject upon which we address you forbids apology. The elevation of humankind is mostly done by education and a knowledge of history is a vital part of any education. The wise and benevolent, the forward thinking and diligent men and women who created the fine city of Appleton out of the Wisconsin wilderness merit our eternal gratitude. Their story and the story of all who have come after them, up to and including our time, deserves to be preserved and shared.

All of those who have contributed, who have shared their time and efforts in the establishment, support and well-being in the making of Appleton into the outstanding community it has become may rest assured of having spent those efforts upon a most worthy and useful enterprise.

To help preserve and share the history of Appleton was the inspiration and goal of those who began the Appleton Historical Society, Inc. just six short years past. It is now time to give that Society a home. A place to display, store and research the rich history of our community and a place to carry on the business functions of the Society.

We come therefore to you and give you an opportunity of uniting your heart and mind and efforts in accomplishing this noble undertaking of giving that home to the Society. Ships driven before a storm cannot escape the reefs without a compass, neither can the people of this community navigate the choices of its future without a love and knowledge of its past. We ask that you give as you can to this worthy cause.

*Appleton is situated on the west bank of the Fox – a noble stream, and is the county seat of Outagamie county. It is one hundred miles northwesterly of Milwaukee, and thirty miles south of Green Bay. The site of the town is truly romantic, standing sixty feet above the water's edge, with precipitous banks, high bluffs, and deep ravines, covered with scrub oaks, tall hickories and beautiful evergreens; and the sparkling waters of the Fox river far below, dashing madly onwards over the rocky precipices, throwing up copious showers of spray which, congealing in the frosty atmosphere, and glistening in the sun's rays, present a lovely panoramic view to an admirer of the beautiful in nature.*

*Seldom, if ever, has it been my good fortune to visit a place so admirably combining all of the necessary elements of commercial prosperity as may be found in this locality. There are so many choice, romantic spots along the high bluffs, and on the pinnacles cut through with deep ravines, covered with the native forest trees, for fine residences, and so many broad avenues for trade and commerce, combined and backed up by the most extensive water power in the whole West, all must conspire to make this point one of the most desirable in the North-west for a permanent residence.*

We now seek that residence for the Appleton Historical Society and thank you in advance for your kind consideration of our request. We seek to raise \$250,000 which will permit us to purchase the property and to cover the expenses of owning it for the next ten years to be sure we are on a solid foundation to help continue to preserve and share the history of Appleton. Won't you join us in this worthy cause?

THE APPLETON HISTORICAL SOCIETY, INC.  
BOARD OF DIRECTORS

Diana Sandberg   Laura Leimer   John Marx  
Mark J. Moderson   Linda Muldoon   Jim W. Krueger  
Gwen Sargeant   Brian Schneider   Thomas H. Sutter  
Christine Williams   Jim Richter

The location of the proposed “home” for the Society is in downtown Appleton in a building that was built in 1905.

Please send your donation or pledge to donate to Appleton Historical Society, Inc., c/o 2631 N. Meade Street, Suite 101, Appleton, WI 54911.

[The Appleton Historical Society, Inc. is incorporated under Wisconsin’s Chapter 181 Nonstock Corporations, is affiliated with the Wisconsin Historical Society and has been granted tax exempt status under section 501(c)(3) of the Internal Revenue Code.]