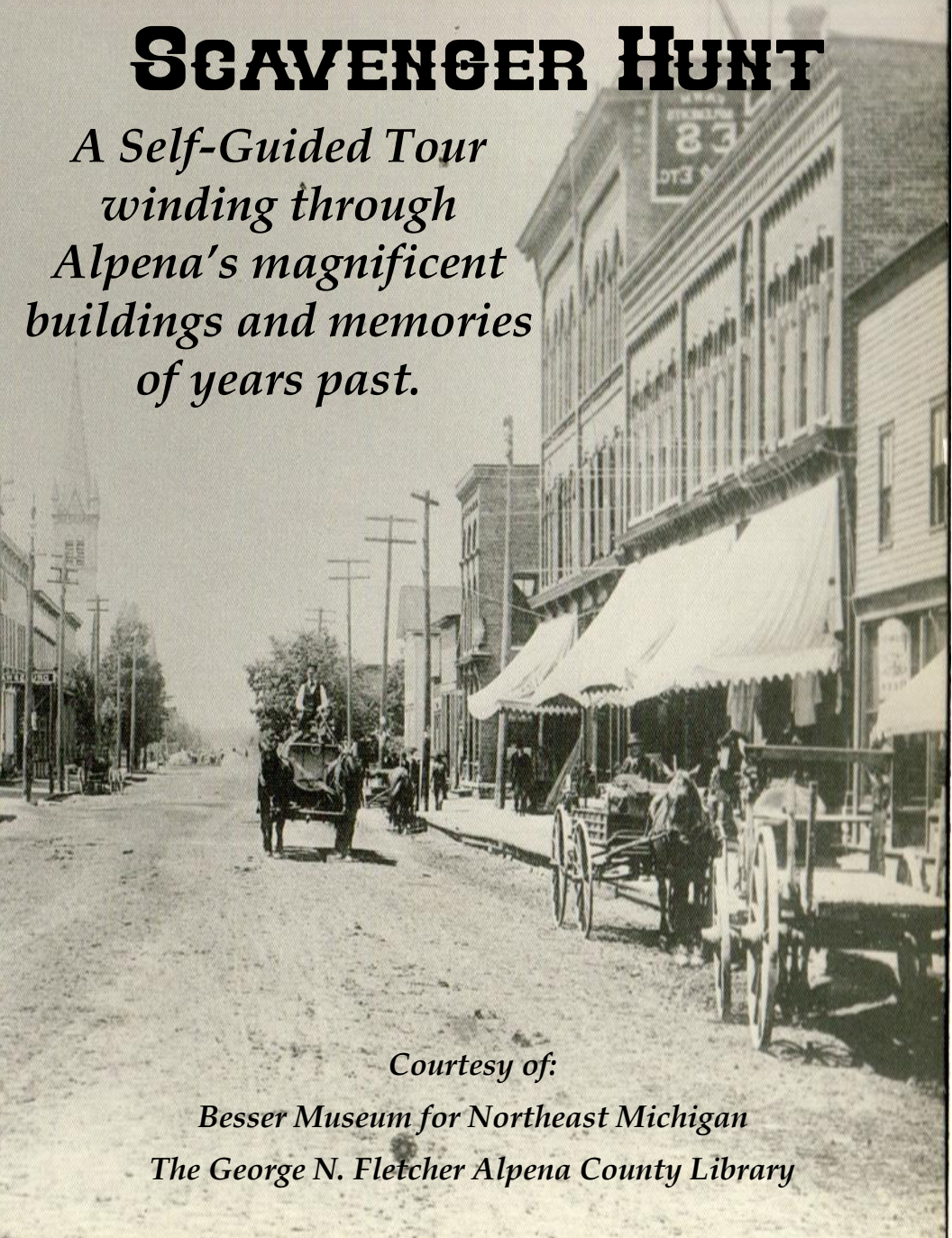


HISTORIC DOWNTOWN ALPENA SCAVENGER HUNT

*A Self-Guided Tour
winding through
Alpena's magnificent
buildings and memories
of years past.*



Courtesy of:

Besser Museum for Northeast Michigan

The George N. Fletcher Alpena County Library

Discover Alpena!

The Historic Downtown Alpena Scavenger Hunt is broken down into four districts. The maps below show each route and list the participating businesses in each district. Businesses will have a kiosk on display, so in order to find the answer to the scavenger hunt question, you will need to visit each business and read their information kiosk.

Directions

As you tour the city, you will need to read each clue, determine which business the clue is referring to, then visit the business. Inside the business you will find the information kiosk. Read this information and use it to answer the **ULTIMATE HISTORY QUESTION** for each business.

Keep your eyes open, and remember that the best explorers are patient, observant, and excited about what they find.

Good luck and have fun!

Business District 1



Third Avenue

Al's Pools & Spas
Lasting Expressions

South Second Avenue

The Black Sheep
Royal Knight Cinema

West Chisholm

Habitat for Humanity
Real Estate One

David Beatty, DDS

Take 5 Deli
Myer's Fashions

Bolenz Jewelry
The Marketplace

North Second Avenue

Scoops
Steve Werth
The Center Building

Music and More

Stephen's Menswear
Yarns to Go

Business District 2



North Second Avenue

Cabin Creek Coffee
John Henry's Antique Mall
State Movie Theater
Soaps & Such
PNC Bank
The Country Cousins Shop
Masters Shoes

Blue Phoenix Books
As You Wish/Shortcake's
Travelling Ladders
Olivet Bookstore
East Chisholm Street
Gillard Law
Sherwin Williams
Centennial Building

Business District 3 "Old Town" Alpena



North Second Avenue

Alpena Furniture
Thunder Bay Theatre
Thunder Bay
Marine Sanctuary

Great Lakes Divers
JJ's Steak & Pizza House
John A. Lau Saloon
2nd Ave. at Huber Street
Nowicki's Sausage Shoppe

BUSINESS DISTRICT 1: THE BLACK SHEEP

Block: Holmes Built: 1894

This building was built by Frank C. Holmes in 1894 after a vicious fire destroyed the earlier Alpine Block. Originally, this block was home to a thriving grocery business owned by Holmes himself. Architecturally, the Holmes Block is one of three Romanesque structures remaining in downtown Alpena.



This building is known for housing a variety of businesses, including The Alpena Printing Studio from 1928 to 1976 when they moved to the location where The Marketplace now stands.

Which major US tragedy struck just a few months after The Alpena Printing Studio moved into the Holmes building?

The Great Depression

BUSINESS DISTRICT 1: ROYAL KNIGHT CINEMA

Block: Previous Holmes & Reynold's

Built: 1929

The building now occupied by one of Alpena's favorite family destinations may be engrained in most citizen's memories as J.C. Penney's most memorable location.

The original building that stood on this location was the Holmes and Reynolds block, which burned in 1927. In 1929, the current building was constructed to house J.C. Penney and received extensive renovations after a 1935 fire, and again received façade renovations in 1972, which is how it remains today.



What other business, owned by one of Alpena's most prominent settlers, once had a thriving business here in the 1800s? Hanover Harness Shop

BUSINESS DISTRICT 1: TAKE 5 DELI

Built: mid-Twentieth Century

Many will remember this business as Reinke Real Estate. Harold Reinke specialized in hunting land and resort property and was the cofounder of the Alpena Wildfowl Sanctuary. For many years, Reinke sponsored a “buck pole” next to his office.



Unlike many other locations in the City of Alpena, this area of Chisholm Street featured plain wooden and brick structures and hosted hundreds of different businesses over the past 150 years.

Although this corner of the block was mainly commercial, what type of dwellings could you find just across the street?

Residential Dwellings

BUSINESS DISTRICT 1: MYER'S FASHIONS

Built: mid-Twentieth Century

This building was once home to one of Alpena's most interesting businesses, Stan's Butcher Shop and Alpena Sharp Freeze.

Before home freezers were popular, you could rent a freezer locker to store your meats and other items that required freezing. The lockers were large drawers in a walk-in room, each having its own key.

The current business on this location has been serving Alpena since 1931.

What church was once located in the parking lot beside this building?

Methodist Episcopal



BUSINESS DISTRICT 1: HABITAT

Block: Pamerleau Built: 1890



Before the Pamerleau Block was constructed this location housed one of Alpena's very first schools! Once the Pamerleau Block was constructed, the large, two-story brick building's

lower level was a feed store with living quarters on the upper level. George Pamerleau came to Alpena at the age of 19 in 1867. Alpena was just a young town, but Pamerleau saw that Alpena would be something great someday. He invested his time, money, and efforts into helping Alpena grow.

The building he built over 125 years ago still stands today as this business, but has also housed a car garage and most famously, Mulvena Truck Lines

BUSINESS DISTRICT 1: DR. BEATTY

Block: Previous Beck Built: 1891

The Beck Block was a large two-story brick building built by the same family who owned and operated the Beck Brewery at the corner of East Chisholm Street and 1st Avenue. Wehofer's Bakery, an Alpena favorite, opened here in 1946 in a brand new building.



Beck Block



Wehofer's Bakery

Later in the Twentieth Century, what business operated here before the current business took residence?

Dominoes Pizza

BUSINESS DISTRICT 1: BOLENZ JEWELRY

Built: mid-Twentieth Century



Interior of A & P Supermarket

Before this store opened, the people of Alpena shopped in small neighborhood stores.

The current business was a lifelong dream of Walter Bolenz, who came to Alpena from Germany. The business operated from many different locations, under a different name, including where Culligan Plaza is now and where JJ's Steak and Pizza is now.

What was the original name of this business?

Northside Jewelry

BUSINESS DISTRICT 1: REAL ESTATE ONE

Built: mid-Twentieth Century

This block of West Chisholm Street was residential up through the early 1900s. In 1892, The Beck Block was built on the corner of 3rd Avenue and Chisholm Street. Bordering the residence that occupied this address was VanNocker Photography Studio (photo right, ca 1913). Chisholm Street was much different from historic 2nd Avenue. Most of the buildings on this side of town were wooden structures and burned down or were torn down as they slowly decayed.



Who is the gentleman sitting in the horse drawn wagon pictured above?

Mr. Frank Herron

BUSINESS DISTRICT 1: THE MARKETPLACE



Ca. 1960-1970

This business now stands where one of Alpena's most important buildings once stood. Alpena's original Armory was located in the middle of this block, but burned down one week before Christmas in 1919. Several businesses have occupied this location over the years, including Alpena Printing Studio. The Alpena Printing Studio was originally

located on South Second Avenue in the Holmes block, but moved to this location as the business expanded in 1976.

Alpena has faced many great tragedies, including numerous fires. What business near this location was destroyed first by a gas blast, was rebuilt and then destroyed by a fire ? The Owl Café

BUSINESS DISTRICT 1: DOWNTOWN SCOOPS

*Block: C.C. Whitney, then
Bertrand*

Built: ca. 1875

This building was originally built to house a drugstore that C.C. Whitney purchased from pioneer druggist William P. Maiden. In fact, this building has housed a drugstore business for the majority of its history.



On June 21, 1892, a tornado struck the city of Alpena. The tornado ran right through downtown 2nd Avenue, causing damage to many of the buildings, including the Whitney Block which had its flagstaff thrown into the street.

At one time, Alpena Business Institute, a business college, operated out of the 2nd floor of this building.

BUSINESS DISTRICT 1: AL'S POOLS AND SPAS



Founded: 1883

This business began in 1883 making and selling window sashes and doors. Machinery from the mill is on display at the Besser Museum and can also be seen inside the current business. Much of the storerooms and warehouse of the current business have remained the

same as they looked over 100 years ago.

What business took residence in this building for nearly a century?

Gebhardt Morrow

BUSINESS DISTRICT 1: LASTING EXPRESSIONS



Building: Crow Built: 1907

In May of 1886, Alpena Marble and Granite Co. was established by Amos Benjamin Crow and was originally located at the foot of Chisholm Street in downtown Alpena.

This business specialized in creating quality cemetery markers and monuments. Amos Crow was only 18 years old at the time. A.B. Crow, Sr. was a building contractor who specialized in stonework. As the monument business grew, their need for expansion became evident and thus was erected the Crow Building. Crow Memorial remained at this location until 1972.

This magnificent building was one of the first to boast these three things:

- 1) Steel-reinforced concrete
- 2) Travelling crane
- 3) Elevator

BUSINESS DISTRICT 1: STEVE WERTH BLDG.



Block: Andrew Harshaw

Built: 1877

Andrew Harshaw was a native of Ireland and moved to Alpena in the late 1800s. Being a respected pioneer businessman, he served as mayor for three, two-year terms between 1884 and 1894. In addition, he built this block which originally included both 105 and 107 N. Second Avenue.

In 1925, Tony and Norm, owned by Norm Martinson and Anthony Nowak, moved into the building and became well known in the area for having

high quality “name brand” clothing.

CHISHOLM STREET FINALLY PAVED!



Alpena's First Paving Team

July 19, 1909 was most likely one of the most heated and pointed City Council Meetings in the history of Alpena. Before the Council sat Richard Collins encouraging the Council to approve paving the streets with brick, and John Monaghan fighting for the streets to be paved with cement. Up until this point, the streets were either finished with cedar logs or were left as dirt or gravel.

As the night concluded, it was voted that the contract be approved to pave the streets with cement. This would cost just \$1.55 per square yard to pave from Chisholm Street from First Street to Fifth Street. And thus is so, Alpena's first paved road became a reality in October 1909.

BUSINESS DISTRICT 1: STEPHAN'S MENSWEAR

Block: Field & Grey Drug Built: ca. 1877

At one time, this one-bay building featured beautiful Italianate detailing, much like the Harshaw and Goodrich Blocks. For thirty-two years in the Twentieth Century, Mischley's Shoes called this building home. The store sign pictured a large red goose - the brand of shoe featured. At one time, Mischley's Shoes even owned an x-ray machine that examined the customer's foot to ensure the best shoe with the perfect fit!

Mr. Mischley was a very generous man and was recognized nationally for sponsoring the longest give-away award program in the nation.

What popular kids toy did Al Mischley give away 250 of over the course of 16 1/2 years?

Bikes



BUSINESS DISTRICT 1: YARNS TO GO

Block: Potter Bros. Built: 1872

Alpena's pioneer hardware began in 1866 by Rev. Barlow, of which the Potter family began investing in during 1868. After the 1872 downtown fire, the Potters rebuilt the business and named the block after the family.

In 1956, McLellan's 5¢ to \$1 opened at this location. Both floors featured new modern amenities, including air conditioning and fluorescent lights placed throughout.



What color scheme was featured inside McLellan's, as designed by a nationally known interior decorator?

Blue & Pink

BUSINESS DISTRICT 1: MUSIC AND MORE



Block: Goodrich Built: 1872

This building was built by pioneer jeweler, F.S. Goodrich, after the disastrous fire of 1872. In 1880, Charles H. Reynolds purchased the building and established his own business that continued until 1927, when the Kennedy family took over the building with their own jewelry business. Kennedy's remained in business until the 2000's.

This building originally boasted beautiful Italianate features but was drastically remodeled in 1974 and now no original

detailing is visible.

What strange items fell from the ceiling (from the upstairs floor) while repairs were taking place in the building?

Teeth

BUSINESS DISTRICT 1: THE CENTER BLDG.



Block: Hanover Built: 1904

Named after his namesake, Daniel D. Hanover financed the construction of this building to house Hawley & Fitzgerald Dry Goods Store.

Hanover began business in Alpena with the Hanover Harness Shop (original location: where Royal Knight Cinemas now operates) and invested wisely in the Alpena County Savings Bank. He later became involved in Real

Estate and also purchased the Potter Block. The Hanover Building has housed many businesses, most famously, Montgomery Ward, which opened in 1938.

Which current downtown business once operated out of the Hanover Block before moving to its current location?

Masters Shoes

BUSINESS DISTRICT 2: JOHN HENRY ANTIQUES

Block: Minton & Greenbaum Blocks Built: 1882/1905

This building, which still features the original pressed tin ceilings, was originally two separate two-story blocks. The Minton Block was built in 1882 and in 1905, the Greenbaum Brothers built the large brick department store on the north side of the block. Over the years, these two buildings were connected and housed a confectionary, a tobacconist, and eventually and most notable, Vaughns Department Store. The building was extensively remodeled in 1974, giving it the façade we recognize today.



The Minton Block was built in 1882 by Honora Minton, widow, who carried on her husband's fishing, lumbering, & general merchandise business.

BUSINESS DISTRICT 2: STATE MOVIE THEATER

Block: Maltz Opera House Built: 1925

The Maltz Opera Theater was located in the very center of this block, and was originally built in 1879. The opera house could seat, very comfortably, seven hundred people. There was a massive fire at the Maltz Opera House in January 1925 and the original theater was destroyed, however neighboring buildings were nearly untouched, including the Alpena National Bank. Less than one year later, the new theater opened just a few weeks before Christmas.

George Maltz, owner of the Alpena National Bank and Exchange Banks commissioned and owned this theater.

What was the first “talkie,” or talking motion picture, that aired at the theater?

The Jazz Singer



BUSINESS DISTRICT 2: CABIN CREEK COFFEE

Block: John T. Bostwick Built: 1874

John T. Bostwick built this building to house his already prospering drugstore business in Alpena. In 1882, a spacious addition was built, which allowed the building to face both 2nd Avenue and River Street.



Over the years, many drugstores have been located here. But these businesses did not sell medicines alone, much like modern day drugstores like Walgreens and Rite Aid, these stores also sold household items.

One of Alpena's first telephone companies operated on the second floor of this building.

BUSINESS DISTRICT 2: SOAPS & SUCH

Block: Maltz Built: 1876

This building was originally part of the Alpena National Bank, which was opened by George L. Maltz. The Alpena National Bank was incorporated in February 1883 as an extension of George Maltz's Exchange Bank (original wooden building is preserved and on display at the Besser Museum). Maltz was originally from Brooklyn, New York and served in the Civil War prior to coming to Alpena in 1872.

As typical for banks to merge, in what year did the Alpena National Savings Bank merge with the Alpena County Savings Bank?

1931



BUSINESS DISTRICT 2: PNC BANK



*Block: Alpena County Savings Bank
Built: 1904*

The Alpena County Savings Bank was incorporated in 1893 and began business in the Culligan Block, where the Culligan Plaza and First Federal are now located.

William Comstock, son of Alpena pioneers, William and Myra, was involved in a lucrative electric railroad business after he graduated. Although living a successful life, he returned to Alpena in 1905 after his father's death to assume the presidency of the Alpena Banking Company of the Comstock Brothers. In 1908, the Comstock Bros. Banking Company merged with the Alpena Savings Bank, and again merged in 1931 with Geo. Maltz's Alpena National Bank.

What famous university did William Comstock graduate from in 1899? University of Michigan

BUSINESS DISTRICT 2: TRAVELING LADDERS

Block: Davison Built: 1881



This store has remained in almost the exact same condition as it was when it was occupied by the original business, Sepull's Drug Store. This store also carried photographic supplies and developed and printed film. Inside of the current business, you can find original Sepull's Drug Store medicines and tonics.

The "traveling ladders" are what make this business unique and what allowed the drug store employees to reach products high upon the top shelf. This feature is also what gave the business its current name and was very common in most 19th Century stores.

BUSINESS DISTRICT 2: MASTERS SHOES

Block: Masters Built: 1969

This new building rests on the original site of the historic Masters Shoes. For six years after arriving in Alpena, Masters worked in the butchering, general trading, and confectionery businesses before partnering with F.C. Folkerts in the shingle-mill and boot dealing businesses. In 1882, the shingle company manufactured 10 million cedar shingles.

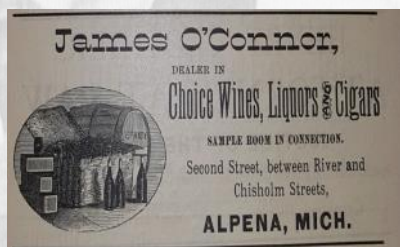
Masters Shoes operated from many different locations, but has spent over a century at its current location. The building was originally built as the Johnrowe block and served as a grocery and meat store for many years before Masters moved to the location in 1897.



What was Masters Shoes' nickname when it operated out of the Hanover Block? "The Old Bee Hive"

BUSINESS DISTRICT 2: BLUE PHOENIX BOOKS

Block: Johnrowe Built: pre-1884



This building has housed many different types of businesses over the years. The block was built by Augustus Johnrowe and housed the Johnrowe, Donnelly and Co. Grocery Store. The slogan, "Good goods, low prices."

In this building, however, a saloon operated for many years. In the 1900's, the saloon was converted into a clothing store, and then in the 1930's, became Gamble Stores Auto Accessories, and in the 1960's served Alpena as Sears Roebuck and Co. Catalog Store.

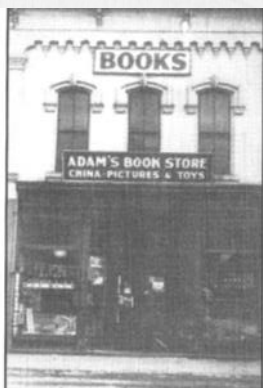
In the 1970's, the business had gone full circle, from grocery store, to saloon, to auto parts, to clothing, to tools, to book store, when The Paper Works opened.

JOHNROWE, DONNELLY & CO. GROCERS. Good Goods, Low Prices.

ALPEN A CITY DIRECTORY.

195

BUSINESS DISTRICT 2: COUNTRY COUSINS



This building was home to Adam's Book Store at the turn of the century and was one of Alpena's most popular establishments for people to gather together and "gab" about the goings on in the town. Not only were books sold, but so was an endless inventory of merchandise for all ages.

The original structure was razed to make home for the Douville Bakery Company and featured a lunch counter and candy store. The bakery was founded by Jeremiah Douville and

his wife, Odile.

In the early years, their baked goods were delivered by horse and wagon. When winter arrived, the wheels were replaced with sleigh runners .

The Douville Bakery continued to thrive for many years, eventually becoming distributors for Hostess Cakes, Koepplinger's Bread & Schramm Cookies.

BUSINESS DISTRICT 2: AS YOU WISH

Block: Davison Built: 1881



Once owned and operated by Helen and Denver Reynolds, this building housed "Alpena Sporting Goods" from 1945 to 1966. For many years, mounted fish and animals covered the walls, which was common for the time period. In the evenings, the building was a popular hangout when downtown stores were open at night.

Herman Joachimstahl also owned a business here and according to the 1916 Polk City Directory, he was a milliner.

In modern terms, what would Herman's job title be?

Hat maker

BUSINESS DISTRICT 2: GILLARD LAW

Block: Davison Built: 1890

The “new Davison” block, as this addition is known, was added on to the original Davison block that now houses Olivet Bookstore. Right from its construction, the new Davison block housed law offices. In 1934, the building was purchased by an attorney from the same family that currently owns the building, making this a family practice for almost a century.



In 1890, the famous Romanesque Revival style building fronting Chisholm Street was added and featured a first-floor bank that also sold these things: liquor, wine, & cigars!

BUSINESS DISTRICT 2: CENTENNIAL BLDG.

Block: Centennial Built: 1876

Samuel E. Hitchcock commissioned the construction of this commercial building as an Odd Fellow's Hall. The Odd Fellows were a group of men who gathered to improve the general good of the town.



For much of its early history, this building housed the Nason Bookstore and its owner, Elizabeth Nason, was known by the town as “one of the best known and loved businesswomen of Alpena.” There was also a music store that once operated out of this building.

Which popular downtown business of Alpena's past opened its first branch here before moving into one of downtown's most prestigious locations?

Hawley & Fitzgerald

BUSINESS DISTRICT 2: SHERWIN WILLIAMS

Block: Brand Built: ca 1886

In the early 1890s, a very interesting and unique business opened here, called The Alpena Candy Kitchen. It became the owner, B.T. Smithson's life study to create and test new and tasty recipes, with desserts and sweets as his main focus.



The Harlo Herron Farm Implement Store was established circa 1933 when Harlo Herron borrowed enough money from his father to purchase farm equipment from Gebhardt-Morrow Lumber and Supply, later becoming a certified dealer of John Deere products.

According to the Alpena Argus (the newspaper), the Alpena Candy Kitchen was a favorite of ladies, which comes as no surprise!

BUSINESS DISTRICT 2: OLIVET

Block: Davison Built: 1881

Samuel and William Davison purchased this building from their brother in 1883. William opened a haberdashery on the first floor and Samuel used the second floor as office space.

The store became "Martinsons" in 1922 and featured a new slogan, "A store with a heart in the heart of the city." Martinson used to take merchandise out to the Lumber camps with a horse and sleigh. Heavy pants, socks, and shirts were the main sellers.



The building received a complete exterior and interior remodeling in 1939, giving it the façade we recognize today.

Prior to opening "Martinson's" Martin Martinson and William Stafford operated a clothing store here.

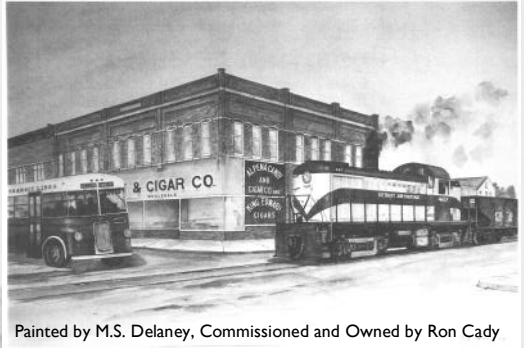
What was the nickname for their store?

The Norwegian and the Irishman

BUSINESS DISTRICT 3: THUNDER BAY THEATRE

Block: Spens Built: 1904

This building was originally built by the Spens family in Alpena and housed one branch of the Spens Drug Store. In October 1934, Philip and Harry Cohen purchased the building, adding the garage off the back to house their five company trucks and modestly renovating the second level to include six “modern” apartments. The new business, called “Alpena Candy & Cigar,” operated here until 1984.



Painted by M.S. Delaney, Commissioned and Owned by Ron Cady

Aside from typical tonics and household items, what other unique items did Spens Drugstore sell?

Drugs, wallpapers, medicines, cure-alls, dyes, devices, and a variety of household means

BUSINESS DISTRICT 3: NOWICKI'S SAUSAGE

*Block: German Aid Society
Built: 1892*



The original building, which cost nearly \$11,000, was built in 1892 but was destroyed by fire, like most of Alpena's early buildings were. In 1900, membership to the hall included 160 members.

A new hall was built after a disastrous fire in January 1904.

For an additional yearly fee of just \$1, what services could German Aid Society Members receive?

Health Insurance

BUSINESS DISTRICT 3: ALPENA FURNITURE

Block: Cohen Built: 1906



This business was started by I. Cohen as a men's furnishings store. It was later expanded to become a department store and was one of Alpena's largest retail stores, featuring six store fronts.

In the 1960's and 1970's, the business took over the existing three storefronts creating a business that

literally covered the entire block, including 198 ft frontage on Second Avenue and containing 13,000 of square feet of floor space between each of the three floors.

Which end of this building, the south end (facing the river) or the north end, housed the original furniture store?

The South End

BUSINESS DISTRICT 3: JOHN A. LAU

Founded: 1893



This business was founded in 1893. This saloon served the citizens of Alpena until the early 1920's when it was closed down due to Prohibition. The saloon reopened again as a soda pop shop which also sold bootleg

liquor, which again caused the saloon to be shut down.

The Owens Block, adjacent to the saloon, was acquired in the early 1990's and was converted into a banquet room for the saloon. The Owens Block was a funeral parlor that was built in 1885, and in combination with preserving bodies, the business also sold items like handmade picture frames and other items made of wood, which were very common with the mortuary business and other businesses of the time.

In 1904, how many saloons were there in the City of Alpena? 28

BUSINESS DISTRICT 3: GREAT LAKES DIVERS

Ca. 1900

This was the carriage house for the Fletcher Paper Co, which meant that all of the company's horses and wagons were kept here. Hay and feed were stored on the top floor. Horses were used as transportation and for hauling things around the Fletcher Paper Co. complex. Horses were used even after automobiles were common.

What physical feature on this building indicates that this was a carriage house?

Big doors on the outside of the building opening up into the first and second floors



BUSINESS DISTRICT 3: JJ's STEAK & PIZZA

Ca. Early Twentieth Century

Several stores were in the original building on the site, including: Johnnie's Bar, John Kaufman Barber, Freiert Plumbing, Vogue Cleaners, and Northside Jewelry.



In the 1970's and 1980's, The Friendly Bar was a nightclub. This nightclub featured one really unique feature, what was it?

A lighted dance floor

BUSINESS DISTRICT 3: NOAA

Built: 1898



Fletcher Paper Company, built in 1898, was housed in a complex of buildings along Fletcher St which paralleled the river. This business is in one of the original buildings. The Fletcher Paper Company sprouted up at the end of the

lumber boom at the end of the 19th century. The company used wood to create pulp which would be turned into paper. A great economic benefit to the city, the Fletcher Paper Co. provided high-quality employment and products.

What two types of wood, which were at the time considered useless by loggers, were used to create paper pulp? Balsam & Spruce

THANK YOU!

**IF YOU ENJOYED THIS SCAVENGER HUNT,
YOU WILL ALSO ENJOY THESE GREAT
BOOKS ABOUT ALPENA:**

The Town the Wouldn't Die, Robert Haltiner

The Town in Bits and Pieces, Robert Haltiner

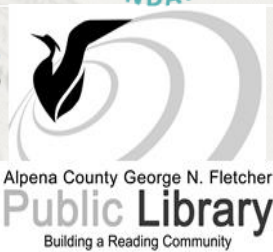
The Town That Went to War, Robert Haltiner

The Alpena Gleanings Series, Robert Haltiner

Intensive Level Historic Survey, Laurie Kay Sommers

Alpena County Michigan Sesquicentennial

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