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FOX CITIES IN HISTORY

Wooden building has interesting origin story



Published July 26, 1987: Beggars Tune, owned by Gabe Egeland, was located in The Guild Shops at 217 E. College Ave.

POST-CRESCENT FILE PHOTO

Mara Wegner

Appleton Post-Crescent
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Gabe Egeland opened The Guild at 217 E. College Ave., Appleton, in 1978. The building was designed to be highly energy efficient, including solar panels. We took a look back through the archives to find out more.

Egeland found friends and out-of-work construction workers to help him tear down the old structure and build the new one. Egeland and architect Ron Smet, Green Bay, planned to have 20 solar panels installed, but the addition to the YMCA blocked out the building's access to the sun.

The three floors amount to nearly 8,000 square feet and it was estimated it would take about 156,000 BTUs per hour to keep the place heated. But it was much more energy efficient than anticipated.

In a March 2, 1981 Post-Crescent article, Egeland talked about The Guild and said the whole heating season cost him a cord and a half of wood. "We could operate on three acres of a well-managed wood lot forever," he says.

Energy savings begin at the front door. The entry is set back from the street and has a double entry system. The building is super insulated and is heated with wood. The burner doesn't have to be fired until it's at least 20 de-

grees outside because the building retains heat so well.

The side walls are R38 and the ceiling is R50. The walls are 12-inch masonry block cement filled, then a vapor barrier, three-to four-inch airspace, then plywood, then stud wall, then tri-polymer foam, another vapor, followed by three inches of air space, two sheets of polystyrene 3/8-inch pine and tar roof. In the basement the walls are insulated to R15 and the floor is 14 inches thick.

Energy also is saved in other ways, such as ceiling fans with the props turned downward force heated air

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back down to the floor in the winter. In the summer the props are adjusted to pull it up. Skylights cut down on electric bills and allow some heat collection from the sun, and all glass in the building is triple glazed.

"The Guild" originally housed four businesses, Beggars Tune, Lost Horizon Silver, Moon Dance Leather and Gil-mour Bros. Music. Over the years, other shops came and went inside The Guild building.

A story published in the July 26, 1987 Post-Crescent shared the news about the imminent closing of Egeland's record shop, Beggar's Tune. Egeland found that he couldn't buy records as cheaply as some competitors were selling them.

Then, in 1989, the building saw new life when the Wooden Nickel Restaurant & Lounge was opened by Tony Mueller and his wife, Debby. In a June 5, 2025 Post-Crescent story, Tony says it was Appleton's first-ever sports bar, where avid sports fans can enjoy a meal and a game.

In other Appleton area history



Published March 2, 1981: Gabe Egeland heats his building at 217 E. College Ave., Appleton, with wood.

POST-CRESCENT FILE PHOTO

trade in for fire station No. 1 and the police office, largely due to the desire of Mayor John Goodland Jr., to map out a course of procedure first. "I think myself