



# THE HISTORICAL BULLETIN

September 2014

Vol. XXXIII, No. 3

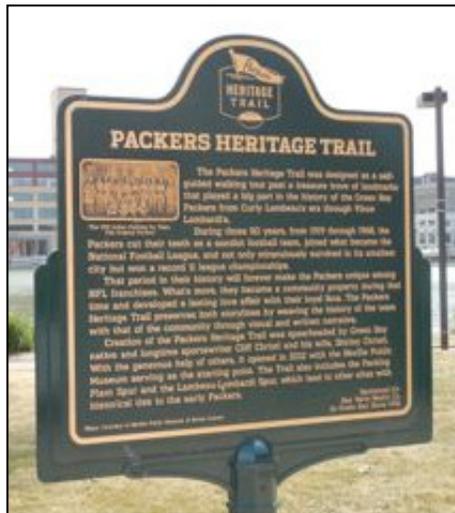
A newsletter by the Brown County Historical Society dedicated to the preservation of Brown County history.

## 2013 HISTORIC PRESERVATION AWARD WINNER

# PACKERS HERITAGE TRAIL

by Jerry Abitz

Green Bay has a unique relationship with its professional football team. Fan loyalty to their team is the envy of the rest of the league. If you don't think so, think of the long, long list of people waiting for, potentially, years and years to get season tickets. Think, too, of the welcome home celebrations that followed the 13 NFL Championship seasons (which include four Super Bowls!) with tens of thousands of fans lining the streets in the heart of Wisconsin's frigid winters. People here consult the Packer schedule before they pick a date for their event to avoid conflicts. A recent



**Left:** Trailhead for the Packers Heritage Trail on the Neville Public Museum grounds with the Fox River in the background. The Trail starts here, across Dousman Street from the former Chicago & North Western railway station depot (2014). **Right:** Map of the Packers Heritage Trail on the grounds of the Neville Public Museum (2014). *Photos by Jerry Abitz.*

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meeting of stockholders

resulted in more than 15,000 people showing up on a workday at Lambeau Field; some came from as far away as Florida. The aura of this team is like no other.

So, it is no surprise that someone came up with the idea of a Packers Heritage Trail. Back in the 1970s, my family and I followed the Freedom Trail through downtown Boston. Based upon our family's experience, I can personally attest to the intense feeling one gets. It certainly affected both of our children in their study of American history. Perhaps, this local trail will accomplish many of the same goals of attracting people to this area to visit Lambeau Field and the Neville Public Museum. Furthermore, it may very well serve as an impetus

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Cliff Christl, chairman of the Packers Heritage Trail committee (Feb. 4, 2014). *Photo from the Green Bay Press-Gazette "Packer News" section (<http://archive.packersnews.com/article/20140204/PKR0101/140204032/Christl-named-Packers-historian>).*

# PACKERS HERITAGE TRAIL

(continued from page 1)

to preserve these special remaining sites as a part of our collective history.

This project was going to require a team effort. Cliff Christl, with his extensive knowledge of the Packer organization as a newspaper reporter and, very recently, appointment as the team's historian, is consequently privy to information of which we, the public, would be unaware and, therefore, was the perfect choice as head of the committee. He, in turn, enlisted the help of his wife, Shirley. A panel of Tom Hinz, Scott King and Mike McKenna were asked to join the Christls as a five-person board of directors. Cindy Zagone of Downtown Green Bay marketing committee, suggested using the Boston Freedom Trail as a model.

The first step was to apply for 501(3)(c) status as a non-profit in November 2011. The group then took the plan to a higher level. McKenna, head of the Karma Group, gave the project a wow factor; King, a banking executive, spearheaded fundraising efforts, and Hinz, former Brown County executive, garnered support of the public officials and the Packer organization. Dick Danen, a

CPA, handled the foundation's financial records.

The trail, "A walk through Packer history from Lambeau to Lombardi," begins on the banks of the Fox River on the grounds of the Neville Public Museum; it features 22 bronze plaques — 17 of which are located in the downtown area while five are on the spurs. Each plaque connects a specific site to a bit of Packer history.

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## BROWN COUNTY HISTORICAL SOCIETY

OUR MISSION – To preserve, present and share the heritage of Brown County history through preservation activities, exhibitions, educational programs and events.

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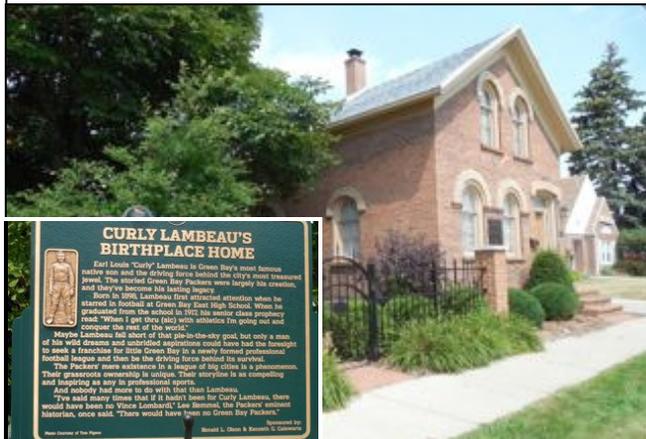
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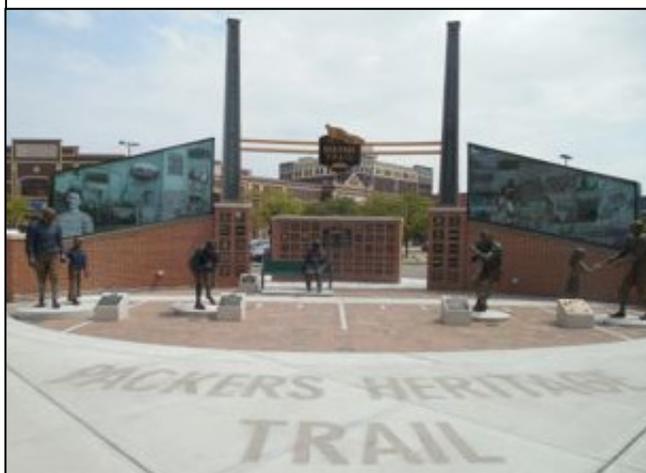
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Signage (see inset) at the Milwaukee Road train station on South Washington Street. Early Packer teams used this station when they traveled to and from their away games (2014). Photos by Jerry Abitz.



Signage (see inset) at Curly Lambeau's birthplace on Irwin Avenue, across from the Nicolet Elementary School, just south of University Avenue (2014). Photos by Jerry Abitz.



Statues of Packer greats and commemorative tiles fill the downtown plaza, corner of Washington and Cherry Streets (2014). Photo by Jerry Abitz.

## SLEUTHING BROWN COUNTY'S HISTORICAL MARKERS: THE EARLY YEARS

by Melinda Roberts

In its September 1913 *Bulletin of Information No. 70: A Record of Landmarks in Wisconsin*, The State Historical Society endeavored to posit an enthusiasm for identifying, preserving and marking Wisconsin's historic sites, and for documenting those sites already so marked.

Communities were especially encouraged to preserve their Indian mounds, and all "old Indian sites ... where practicable." Further, tablets should be placed to mark the locations of fur-trading posts, military stations, first permanent buildings of each community, and new streets, bridges and parks should be named "after old settlers or other historical characters."

Children and adults were inspired to make annual historic pilgrimages to interesting objects..., "such visitations being accompanied with popular lectures and other educational exercises."

Libraries were challenged to cooperate with other agencies "to collect local archaeological and historical materials" and to maintain "a natural history museum."

Brown County is home to one of the "earliest and most important events" in the history of historical markers. On September 6, 1899, a "striking and beautiful monument" was unveiled at De Pere, commemorating the 1671-1672 erection of Father Claude Allouez's Jesuit mission along the Fox River.

Green Bay Historical Society president Arthur C. Neville and society member Miss Deborah B. Martin, daughter of Morgan L. and Elizabeth Martin of Hazelwood (current home to Brown County Historical Society), among others, responded by making plans for "the biggest celebration and program along historical lines ever attempted in this state." A celebration was planned for August 10-12, 1909, the 275<sup>th</sup> anniversary of the discovery of Wisconsin by Jean Nicolet. In addition to exhibits at the Kellogg Public Library and a series of lectures on Green Bay ("Wisconsin's oldest town"), the Tank cottage would be dedicated at its new location in Union Park and two tablets would be unveiled.



The "Site of Fort of Three Nations" bronze tablet, erected August 11, 1909, is located on westbound Dousman Street, between the fiberglass Packer Donald Driver and the entrance to Leicht Memorial Park (2013). Photo by Melinda Roberts.

On August 6, 1909, the front page of the *Brown County Democrat* announced the event with alacrity and served as an invitation to "the public" and "especially [to] the members of historical and archaeological societies within the State":

### HISTORIC MEET AT GREEN BAY Nicolet Landing Anniversary to be Observed Next Week.

At the library, at 8:00 a.m. on Tuesday, August 10, Green Bay Mayor Winford Abrams and Arthur C. Neville offered addresses of welcome. Speeches followed: "The Old Fort at Green Bay" presented by Frederick Jackson Turner, LL.D.; and "Mr. and Mrs. Nils Otto Tank" presented by Hjalmar Rued Holland [sic], Esq.

I pause here to report that Hjalmar Rued *Holand* is my great uncle. Emigrated from Norway to Wautoma as a teen, he made his way through Green Bay and finally settled in Ephraim. I never met Uncle Hjalmar; he died when I was six years old. Until I read this *Brown County Democrat* article, I had *no idea* of his involvement with the Green Bay Historical Society.

Hjalmar Holand was a founding member and long-time president of the Door County Historical Society. An avid historian and prolific writer, his two-volume, 1054-page *History of Door County, The County Beautiful*, published in 1917, is to this day deemed the starting point for Door County historical research.

(continued on page 4)

## HISTORICAL MARKERS

(continued from page 3)

The morning of Wednesday, August 11, representatives of several historical societies participated in round-table discussions. At 2:30p, a bronze tablet, secured to a seven-foot-high stone weighing nearly 12 tons, was unveiled at the Chicago & Northwestern station. The tablet marked the site of French Fort St. Francis, British Fort Edward Augustus, and American Fort Howard.

Next, ceremonies commenced at Union Park at the recently-relocated Tank cottage. Speeches were given, including one by Miss Deborah B. Martin by whose efforts the cottage had been preserved, restored and removed to its new location.

Festivities resumed that evening at the library. Reuben Gold Thwaites, LL.D., presented "The French Discovery of Wisconsin"; a reception followed, hosted by the Green Bay Historical Society, the Woman's Club, the Marquette Club and the Catholic Woman's Club.

Thursday morning, August 12, an "historical pilgrimage" was made to Red Banks for several brief speeches and the unveiling of a marble tablet, "Commemorating the discovery of Wisconsin in 1634 by Jean Nicolet, emissary of Governor Champlain of New France."

Where are the aforementioned tablets today?

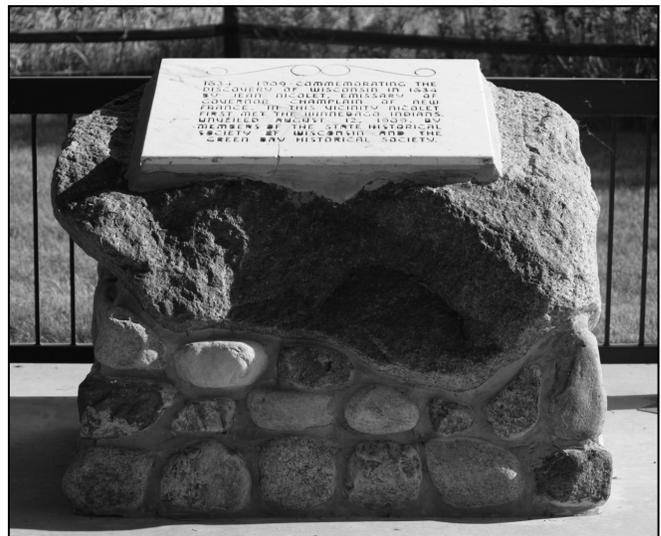
The more-than-100-pound Jesuit mission bronze tablet is housed at White Pillars Museum, site of De Pere Historical Society, at 403 North Broadway, De Pere.

The "Site of Fort of Three Nations" bronze tablet is on Dousman Street at the entrance to Leicht Memorial Park (see photo caption on page 3 for details). But, don't look for a 7-foot tall stone! During the last 105 years, it has settled to half its original height!

The Nicolet Landing marble tablet is at Nicolet Landing on Benderville Road (see photo caption on this page for details).

In 1975, the Tank Cottage was loaded on a barge and brought down the Fox River to become part of Heritage Hill State Historical Park, located at 2640 South Webster Avenue, Green Bay.

An interest in historical markers is resurgent. During the past several years, historical markers nationwide have been actively sleuthed, their locations documented, photographed and recorded in myriad website and social media



The Nicolet Landing tablet, erected August 12, 1909, at Red Banks, is located at Nicolet Landing, on southbound Benderville Road, north of its intersection with Nicolet Drive/County Hwy. A, near 4543 Benderville Road, Green Bay (2012). Photo by Melinda Roberts.

posts. To date, this author has identified 154 locations in Brown County alone; in total, links to more than 2,400 Wisconsin historical markers and sites, museums, lighthouses, and veterans memorials, along with nearly 25,000 photographs, comprise the Wisconsin Historical Markers website — the most comprehensive survey of its kind *anywhere* online.

Yet, as did the State Historical Society in 1913, I sense there are scads more to be discovered.

I believe my "marker madness" would make Hjalmar Holand proud. Both immigrants to Wisconsin, we share a passion for the breathtaking beauty and fascinating history of our new home. And on those days, when a "wrong" turn or "compelling" feeling leads to a lone marker, I imagine it was Uncle Hjalmar who guided me...



### Sources—

"Green Bay Notes." (*Brown County Democrat*, June 18, 1909, p. 3).

"Historic Meet at Green Bay: Nicolet Landing Anniversary to be Observed Next Week" (*Brown County Democrat*, August 6, 1909, p. 1).

*Manitowoc Daily Herald*, August 8, 1910, p. 3.

*The State Historical Society of Wisconsin Bulletin of Information* No. 70 (September 1913).

**Author's note** — Melinda's website is located at [www.wisconsinhistoricalmarkers.blogspot.com](http://www.wisconsinhistoricalmarkers.blogspot.com)

# EVENTS

Join us for one or all!

## IF TOMBSTONES COULD TALK "TRAGEDY AND TRIUMPH" CEMETERY WALKS

Brown County Historical Society volunteer Brianna Linna's mission in life, according to her mother, Lori Linna, is to get others excited about history. Brianna's enthusiasm for the Society's cemetery walks encouraged her mother to write "Lure of History Surrounds Tombstone Talks," published in the *Green Bay Press-Gazette* on July 31. Enticed by the article, over 300 people participated in the cemetery walk, many for the very first time!

Our next *If Tombstones Could Talk* cemetery walk is scheduled for Tuesday and Wednesday, Sept. 9 and 10, plus Saturday, Sept. 13, at the Woodlawn Cemetery (see details on page 6). Meet costumed actors sharing their life stories, based on the theme "Tragedy and Triumph."



Check in with the Minahans at our September cemetery walks! Pictured here are Mike Troyer and Jenna Troyer as Dr. William Minahan and his sister, Daisy. Photo courtesy of BCHS photo collection.

Please note the tour lasts approx. 1½ hours and includes walking and standing. You may need a flashlight, and are welcome to bring a lightweight lawn chair. *Reservations required. Payment at the door.* \$6/person; \$14/family.

If questions, email BCHS office at [bchs@netnet.net](mailto:bchs@netnet.net) or call 920-437-1840.

## HAZELWOOD TOURS

Sign up for Tours! Programs for School, Home School and Scouts –

- **Astor Neighborhood Architectural Walk** – Learn to identify Palladian windows and English Tudor-style on this architectural scavenger hunt. Discover who lived in these houses and how they helped to shape our community.

- **Exploring Hazelwood** – Experience life in the late 1800s through the Martin family stories and objects.

*Hazelwood is open for tours by reservations Monday through Friday, September through November. Cost is \$3/student; evening hours available.*

*\*Events can be added, changed or cancelled without notice. To make sure you stay informed, make our website one of your Favorites — [www.browncohistoricalsoc.org](http://www.browncohistoricalsoc.org)!*

## WHAT WILL BCHS BECOME?

JOIN US!

HELP DETERMINE THE FUTURE!!

*Our Mission — To preserve, present and share the heritage of Brown County through preservation activities, exhibitions, educational programs and events.*

Please consider the Brown County Historical Society in your estate planning by making sure that the following language is included:

I give, devise and bequeath to the Brown County Historical Society (IRS ID# 39-0884495) in Green Bay WI the sum of \$\_\_\_\_\_ (or a description of specific assets or a percentage of the estate) for the benefit of its cultural and educational activities. If at any time, in the judgment of the Board of Directors of BCHS, that it is impossible or impractical to carry out the designated purpose of this bequest, BCHS shall select an alternative purpose that is closest to the designated purpose.

*"I like the dreams of the future better than the history of the past."*

–Thomas Jefferson

GO GREEN!! HELP BCHS SAVE \$\$\$!! GO GREEN!!

## INBOX...? OR MAILBOX...?



We want to continue to use all of our resources wisely, including the dollars you give so generously. Every member can help reduce costs to produce the newsletters — paper, printing, and postage — by opting to receive the BCHS *Historical Bulletin* in your Inbox.

It's easy to sign up! Just email your request to Susan ([skulik@centurytel.net](mailto:skulik@centurytel.net)); the next issue will arrive in your Inbox!

GO GREEN!! HELP BCHS SAVE \$\$\$!! GO GREEN!!

# CALENDAR

## SEPTEMBER

**Tuesday and Wednesday, Sept. 9 and 10, 6:30p –**  
**If Tombstones Could Talk: Woodlawn Cemetery walk.**  
*Reservations required. \$6/person; \$14/family (2 adults and children 5-17 years).*

**Saturday, Sept. 13, 2:00p –**  
**If Tombstones Could Talk: Woodlawn Cemetery walk.**  
*Reservations required. \$6/person; \$14/family (2 adults and children 5-17 years).*

## OCTOBER

**Saturday, Oct. 11, 7:30-9:00p –**  
**Harmonies of the Homefront** at the ARTgarage (1400 Cedar Street). Mary Eisenreich presents a review of the music of WWI. Wine and appetizers included. *Reservations – \$16 in advance; \$20 at the door.*

## DECEMBER

**Friday and Saturday, Dec. 5 and 6, 1:00-3:00p –**  
**Holiday Victorian Tea** – Includes program and tour of Hazelwood. *Reservations required. \$20/person.*

**Fridays and Saturdays, Dec. 13, 14, 20 and 21, 12:00-4:00p –**  
**A Hazelwood House Holiday.** *General admission fees apply; no charge for BCHS members.*

**Saturdays, Dec. 13 and 20, 5:30-8:00p –**  
**Christmas and Candlelight – An Evening of Music and Cheer.** Join us for an evening of music and cheer. *General admission fees apply; no charge for BCHS members.*

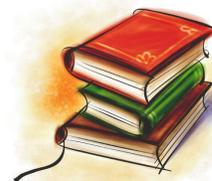
### GOODBYE AND GOOD LUCK, MATT!

Program Coordinator Matt Welter has accepted a position as the 4-H Youth Development Educator for Winnebago County, beginning September 1. If you log on to our facebook page at Brown County Historical Society and Hazelwood Historic House, you will get a glimpse of Matt's creative nature.

Matt says, "I will always cherish my time at Hazelwood. It was like working in a magic treasure box. The volunteers were well informed and really cared... I also always have wanted to work at a place where I could tour cemeteries, see wildlife and beautiful flowers each day..., and give children an opportunity to wonder about fairies."

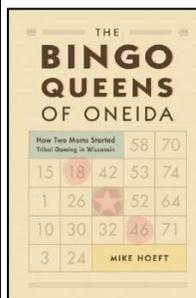


### BOOKS YOU'LL LOVE!

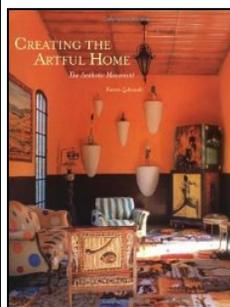


**QUOITS, KAZOOS AND MORE..!** — The game of Quoits is over 2,000 years old and has evolved into the game of horseshoes. The kazoo, as we know it today, got its start in Georgia in the 1840s and was soon adopted by musicians in jazz, jug and hillbilly bands. You can find these and other interesting historic folk toys in the Hazelnut Gift Store, along with original photography by Kathy Kauth, unique collectibles and a wide assortment of local history titles.

*Check us out on our [facebook](#) page or stop in!*



Our featured local history book, **THE BINGO QUEENS OF ONEIDA: HOW TWO MOMS STARTED TRIBAL GAMING IN WISCONSIN** by Mike Hoeft, is an inspiring account of a group of women, led by Alma Webster and Sandy (Ninham) Brehmer, who started the first Indian bingo hall in Wisconsin in 1976 to pay bills at the tribe's new civic center and how it came to finance vital programs and services for the tribe. It is a portrait of strong, contemporary Oneida women set in the political, cultural and economic history of the time.  
**Soft cover. 189 pp. List price \$16.95.**



**CREATING THE ARTFUL HOME: THE AESTHETIC MOVEMENT** by Karen Zukowski — The idea that an artful home made people better, families happier and society stronger grew out of the Aesthetic Movement of the late nineteenth century. This beautifully illustrated volume examines interiors and exteriors as well as household furnishings, placing them in the cultural context of period home design. The book provides modern homeowners insights into how houses of the past influence our homes today. Great gift for historians, collectors and homeowners!

**Hard cover. 176 pp. List price \$39.95. Autographed. Special price for members \$25, includes free shipping.**

## PACKERS HERITAGE TRAIL

*(continued from page 2)*

The self-guided tour covers 4-1/2 miles. Two additional trails add five more plaques as extended bike rides from the downtown trail. One deals with the former Indian and Acme packing plants while the other is a “Lambeau-Lombardi” spur that includes the team's training camp at St. Norbert College in De Pere, Curly Lambeau's gravesite, and Vince Lombardi's Al-louez family home. *(For more detailed information, see [www.packersheritagetrail.com](http://www.packersheritagetrail.com).)*

My wife and I attended the informational meeting at the Brown County Library auditorium where this plan was first announced. Omitted from this trail was Rockwood Lodge, once located on the site of Bayshore Park near Dyckesville. For a short period of time (1946 to 1949), it was the location of the Summer Training Camp. Those of us who are young or new to the area may not be aware of this. However, the intent of the Packer Heritage Trail was to bring tourists into the downtown Green Bay area as basically a walking trail with more distant spurs where a bicycle could be used. Because of the distance from the city, Rockwood Lodge was not included.

Interest in Packer sites may have started about ten years ago after the Calewarts family discovered and purchased the house where Curly Lambeau was born, located on Irwin Avenue across the street from Nicolet Elementary School. They immediately began to fix up the building and landscape the yard, knowing that curious fans would come to view this site. For their restoration efforts in 2005, they received the BCHS Historic Preservation Award. Prior to the Calewarts' attention and this recognition, it was a rather mundane, somewhat neglected residence.

Seeing the results of the Packers Heritage Trail certainly inspires a sense of pride in our football legacy. The trail points out various locations or buildings that we pass every day and, until now, may have had no idea of their association with the Green Bay Packers. This trail, while preserving Packer history and bringing fans into the downtown area as tourists, may very well lead to the preservation of sites that could become endangered at some time in the future.

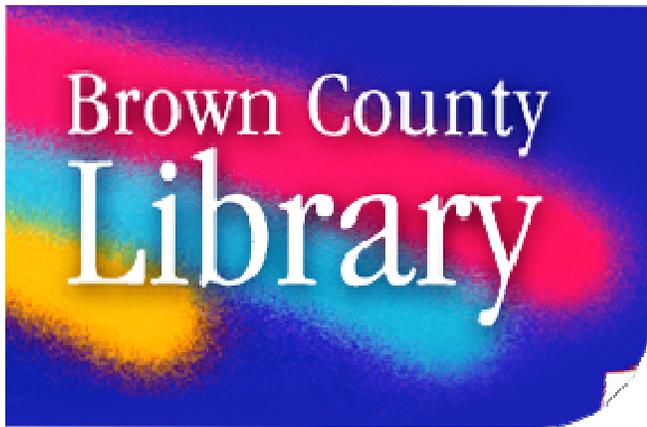


**Top:** Statue of Paul Hornung, halfback during the Vince Lombardi era (2014). **Bottom:** Notable quarterback also from the Lombardi era, Bart Starr's statue at the Plaza, showing him giving his autograph to a young fan (2014). *Photos by Jerry Abitz.*

For its efforts, the Green Bay Heritage Trail Foundation received the Brown County Historical Society's 2013 Historic Preservation Award for preservation activity. Neither Cliff nor Shirley Christl were able to be present for the award presentation at the Annual Dinner, but accepting the award for their board of directors was Mike McKenna.



*The photos included in this article represent only a few... Check out the BCHS facebook photo album "2013 Green Bay Packer Heritage Trail."*



**SPOTLIGHT ON OUR NEIGHBORS —**

**THE 26TH ANNUAL  
LOCAL HISTORY SERIES**

sponsored by the Brown County Library

Thursday, Oct. 9 — "The Bingo Queens of Oneida: How Two Moms Started Gaming in Wisconsin." Presentation by Mike Hoeft

Thursday, Oct. 16 — "The Eisenhower Locomotive — Two Trips to Green Bay." Presentation by Jacqueline Frank and Dan Liedtke

Thursday, Oct. 23 — "Hamilton Wood Type." The largest wood type company in the U.S. Presentation by Jim Moran

*Special Dinner program*

Tuesday, Oct. 28, at The Rock Garden

"Red Smith — The Life and Times of a Great American Writer." In 1922, "Red" Smith graduated from East Green Bay High School. The class prophecy was that he would write for the *New York Times*. He did, and won a Pulitzer Prize! Presentation by author and biographer Ira Berkow.



**BROWN COUNTY LIBRARY**

**HOURS OF OPERATION**

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**HOURS for  
SEPTEMBER-DECEMBER 2014**

**BROWN COUNTY HISTORICAL SOCIETY**

BCHS offices — 8:30a-4:00p, weekdays

1008 South Monroe Street, Green Bay WI 54301

Phone: [920-437-1840](tel:920-437-1840) / [www.BrownCoHistoricalSoc.org](http://www.BrownCoHistoricalSoc.org)

**HAZELWOOD HISTORIC HOUSE MUSEUM**

**OPEN JUNE 1-AUG. 29, 12:00-4:00P,**

**THURSDAY THRO SUNDAY**

See events and calendars on pages 5 and 6 of this issue. Tours, programs and teas scheduled at your convenience by appointment throughout the year.

**ADMISSION**

Adult \$4.00 • Seniors (60+) \$3.50 • Children (5-17) \$2.50  
Children under 5 are FREE. AAA discounts.

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HISTORICAL SOCIETY & HAZELWOOD HISTORIC HOUSE

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