



# THE HISTORICAL BULLETIN

June 2015

Vol. XXXIV, No. 2

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

## 2014 HISTORIC PRESERVATION AWARD WINNER

# TITLETOWN BREWING MOVES INTO THE LARSEN CANNERY

by Jerry Abitz

The Larsen Cannery, the second oldest pea cannery in Wisconsin, was established in Green Bay in 1890 by William Larsen, the son of immigrant Norwegian parents. Those canneries occupied a particular niche in the agricultural mix of north-eastern Wisconsin. Peas were an important cool weather crop in this area whose weather is very much influenced by the presence of Lake Michigan. In the era of 80- or 120-acre farms, they were one of a number of cash crops farmers raised to provide cash flow.

The labor force to harvest was supplied by young men just entering the labor market or those wanting to earn money for post-high school education. The canneries employed housewives or their teenage daughters at a time

when women had not yet entered the labor force to any great extent.

Larsen purchased a large tract of land from the Oneida Nation to raise peas. Eventually, this cannery branched out into kraut, apples, sweet corn and other crops. In addition to raising their own cash crops for the cannery, they contracted with area farmers to provide

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**Above:** Entrance to the new Titletown Tap Room. The portion of the building behind the Titletown Brewing Co lettering is a fermentation room addition, the only new building construction in the entire project.

**Right:** New Titletown lettering on existing chimney. According to Leah Weycker, a sister to the president, "The smokestack with its signage is a beacon for the weary traveler."

*Photos by Don Kraft.*



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## TITLETOWN BREWERY

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crops for the cannery. Most long-time residents probably remember the Larsen Orchards with its apple trees on the far west side of Green Bay. When a decision was made to found a state-supported university in this underserved region of northeastern Wisconsin, this west-side tract of land was considered as a possible campus for the proposed institution. When the Shorewood site, overlooking the Bay, was selected for UW-Green Bay campus, the Larsen Orchard was instead purchased as a site for the Northeast Wisconsin Technical College.

As business flourished, the cannery was expanded between 1917 and 1950 to include 22 acres along the east side of North Broadway, with buildings extending nearly four city blocks from Dousman to Kellogg. However, fortunes changed in the '70s and '80s as the canning industry moved away from our area. The result was the closing of this cannery.

What happens to a building or cluster of buildings that have lost their purpose? Frequently, those buildings are razed and the debris is hauled off to the landfill, but this series of buildings survived the wrecking ball. Perhaps the successes of On Broadway, Inc., Green Bay's Main Street program,

in reviving this business district with its emphasis on reuse and rehabilitation of existing buildings, helped pave the way for this to happen.

A couple of years ago, Tiletown Brewing, located just to the east across Donald Driver Way in the former Chicago & NorthWestern Depot, needed additional space to expand their successful brewery and restaurant to enable them to market their craft beers

### 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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**Top:** Third floor space before fit-out for tenants. **Second:** Kegging line in the basement bottling room. **Bottom two rows:** Bottling lines in the basement bottling room. *Photos by Don Kraft.*

# BROWN COUNTY HISTORICAL SOCIETY ANNOUNCES CAPITAL CAMPAIGN



## LEGACY: SUSTAIN, STRENGTHEN, SECURE

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

**OUR VISION:** A vibrant organization that connects the past, present and future, and promotes knowledge, understanding and appreciation of the history of Brown County.

**OUR CORE VALUES:** Collaboration, Education, Influence and Stewardship

In 2013, BCHS updated its mission and bylaws, and developed a five-year strategic plan to better reflect current administration, programming and continued advocacy for historic preservation, educational outreach, publications and the stewardship of Hazelwood Historic House. This process highlighted the essential need to conduct a capital campaign to raise the funds necessary to ensure the long-term viability of BCHS and its obligation to maintain Hazelwood Historic House for future generations.

The history of a community gives us an identity and sense of place unlike any other. Brown County's recorded history begins in 1634, making it the oldest European settlement east of the Colonies. With so rich a history comes a responsibility to secure sites that are meaningful to protect. We take this responsibility seriously.

Consistent with our mission to preserve, present and share the heritage of Brown County, BCHS will launch a \$1.6 million dollar capital campaign this summer. Donations will be used

to sustain, strengthen and secure Hazelwood Historic House and *Voyageur* Magazine.

## Our Campaign goal is to build:

1. A BCHS Endowment Fund that will help fund Hazelwood Historic House operating expenses;
2. A *Voyageur* Endowment to help fund publication contract expenses; and
3. A Facility Improvement Fund to cover Historic Hazelwood House repairs, renovations and maintenance (new roof, HVAC and security systems, museum-grade window film, garden and grounds improvements, and renovations to both community and historic floors) over the next three years.

We welcome and encourage you to participate in this Campaign. To help, call Chris Dunbar, Executive Director, at [920-437-1840](tel:920-437-1840), or Tori Rader, President, at [920-336-9408](tel:920-336-9408). Thank you.

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 of publishing the newsletters — paper, printing, and postage — by opting to receive the BCHS *Historical Bulletin* in your Inbox.

**So we encourage each of you to  
SWITCH TO THE E-VERSION!**

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

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

**PRIVACY STATEMENT:** Brown County Historical Society (BCHS) will NOT sell or distribute to any third party neither its donor list nor its membership list. Contact info will be used only to conduct the operation and support of the ongoing business of BCHS.

## BCHS EXTENDS THANKS TO RECENT GRANTORS

...TO GREEN BAY DE PERE ANTIQUARIAN SOCIETY FOR ARCHIVAL PRESERVATION — We strive to ensure that the objects entrusted to our care will be available for future generations. A recent \$684 grant from the Green Bay De Pere Antiquarians enhances our capacity to preserve leather-bound books, documents and photographic materials with archival storage materials. Founded in 1923, the Green Bay De Pere Antiquarian Society supports regional historical museums and sites by providing grant monies for preservation and restoration of cultural artifacts. Proceeds from its annual Antique Show and Sale held each November are used for this purpose. Thank you, Green Bay De Pere Antiquarian Society!



...TO PIVOT ROCK FUND FOR WEBSITE UPGRADE AND PURCHASE OF ARCHIVAL COLLECTIONS SOFTWARE — We graciously thank the Pivot Rock Fund for a \$2,776 grant to use in updating our website.



According to its website, the “Pivot Rock Fund is the grant-making enterprise of a particular and idiosyncratic individual person and his immediate household.” The grantor prefers projects which benefit people in our own neighborhood in north-eastern Wisconsin. BCBS is extremely excited about this project, and we look forward to a website that will better serve the public. The new design will be easy to navigate, provide better connections and more local history. We look forward to sharing images from our collections. The grant also supports the purchase of an updated version of Past Perfect, a cataloging program used by most small to mid-sized museums for historic collections. Thanks to grantor Peter Cardinal, cats Wheatley and Fluffy, and dog Buddy.

...TO 91.1FM - THE AVENUE FOR ADVERTISING — A generous Community Impact Grant from



The Avenue radio station, valued at \$6,500, will leverage our marketing budget. The grant will be used to market **Petals and Porcelain**, an exhibit of floral displays and hand-painted china, at Hazelwood Historic House, June 5-7. (See more details for this event on the back page of this issue.)

MAY 24-JUNE 6 —

**KEEP AN EAR ON 91.1 TO HEAR OUR AD!!**

## TITLETOWN BREWERY

(continued from page 2)

throughout Wisconsin. Partnering with Smet Construction Services, they purchased the long-idled, nearby Larsen Cannery buildings to expand their brewing space, allow for kegging and bottling beer, and add a public tap room where one can sample its various craft beers. A secondary purpose is to gather individuals together who are about to tour the facility. Design work has been done by an architectural firm from Milwaukee, Plunkett Raysich.

As one enters the building from the east, one views the base of the huge chimney through

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**Top (at right):** Tiletown Brewing (east facade) as it looks today, viewed from Donald Driver Way, just off Dousman street, after its transformation from its origins as the Larsen Cannery. The high roof to the left of the yellow tank will be the site of a rooftop beer garden. **Below (at right):** From old to new, the process and effects of change. Photos supplied by Tiletown Brewery.



# EVENTS

Join us for one or all!

## IF TOMBSTONES COULD TALK 2015 "LEADERSHIP AND LEGACY" CEMETERY WALKS

See Calendar of Events for details

Curley Lambeau. Arthur Neville. Austin Straubel. These names are familiar to almost all Green Bay residents. But what about Albert Weise? Or Eva Blood Waggoner? "If Tombstones Could Talk" brings visitors to the final resting places of Green Bay's famous, infamous and not-so-famous residents.

These tours are some of the Society's most popular programs and attract hundreds of visitors



Curly Lambeau, as portrayed by William Stary. Photo by Kathy Kauth.

every year. Long before the season of tours begins, however, BCHS staff and volunteers are busy behind the scenes. Our volunteers are led by Myrna Dickinson, who's been involved with the cemetery walks for years. "My first 'gig' was Sarah Martin," Myrna says. "Since then I've been researching and portraying various women. I'm discovering that researching for the walks is quite addictive. I usually

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**Save the date!**

BCHS Annual Picnic  
Thursday, August 13,  
on the grounds of  
Hazelwood House.

Bring a lawn chair  
and your appetite!

RSVP requested — 920-437-1840

*We'll be there!  
You?*

See calendar listing on this page for more details.

# CALENDAR

## MAY

May 25 through August 9 —

**Brown County Historical Marker Treasure Hunt** — Visit 14 historic locations around Brown County on this self-paced, family-oriented scavenger hunt! Are you a fur trader, a voyageur, or an explorer? More details are available on our website or by calling [920-437-1840](tel:920-437-1840).

## JUNE

Friday through Sunday, June 5-7, 12:00-4:00p —  
**Petals and Porcelain**

Wednesday and Thursday, June 10 and 11, 6:30p —  
**If Tombstones Could Talk - Fort Howard Cemetery**

## AUGUST

Wednesday and Thursday, August 5 and 6, 6:30p —  
**If Tombstones Could Talk - Allouez Catholic Cemetery**

Saturday, August 8, 12:30-2:30p —  
**Flower Fairy Tea Party**

Thursday, Aug. 13 —

**BCHS Annual Picnic.** Tours from 4:30-5:30p; picnic begins at 5:45p. *RSVP requested.* Call [920-437-1840](tel:920-437-1840).

## SEPTEMBER

Wednesday and Thursday, September 9 and 10, 6:30p —  
and Saturday, September 12, 3:00p —

**If Tombstones Could Talk - Woodlawn Cemetery**

## OCTOBER

Saturday, October 3, 1:00-3:00p —

**The Women of Early Wisconsin  
An Afternoon Tea and Presentation**

## DECEMBER

Friday through Sunday, December 4, 5, and 6, 1:00-3:00p —  
**Holiday Victorian Tea**

December 12, 13 and 19, 20; Saturdays 12:00-4:00p  
and 5:00-8:00p, and Sundays 12:00-4:00p —

**A Dickens of a Christmas**

*\*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)!*

# EVENTS

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find something that surprises me, either about the person or the area.”

Planning for the next year’s walk begins before the current season ends. Each year a theme connects the residents of each cemetery. The theme in 2015 is “Leadership and Legacy.”

We feature new people and stories every year. The process of finding new people often starts in a very simple way – by walking around the cemetery, looking for interesting tombstones. Other times, one of our researchers comes across an interesting person while doing other research, and we track down their final resting place.

Now the research begins! We have a dedicated team of volunteers that spend hours at the UW-Green Bay Archives and Area Research Center and the Brown County Library digging up whatever information they can find. A common place to start is with the person’s obituary. These generally provide information about the deceased’s family, where they lived, and often mention notable events in the person’s life. Other great sources of information are vital records, newspaper articles and court records. Court records can include anything from probate records, which include wills, to civil or criminal suits in which the deceased might have been involved. All this information is brought together to form a complete story of the life of the person.

When the research is completed, a script is written. Some of the actors prefer to be given a completed script, while others would rather receive the research and then write their own script based on that. It is often hard to cull an entire life down to a seven-minute monologue. Scriptwriters have to make tough decisions about the stories they tell, and great antecedents can often be left on the cutting room floor.



Civil War soldier Thomas Healy, as portrayed by Steve Stary. *Photo by Kathy Kauth.*

The actors are paired with cemetery residents who interest them. Myrna particularly enjoyed researching and portraying Amanda Cobb, buried



Madeline Jourdain, as portrayed by Rebecca Curran. *Photo by Kathy Kauth.*

at Allouez Catholic Cemetery. “I felt very connected to her,” Myrna says. “She was interested in history, and was one of the persons instrumental in getting State Building Commission approval for Heritage Hill. She also was active in helping garden clubs get established. My current passions include history and gardening and, because of that, it was fun researching and portraying her.”

See the Calendar of Events (*page 5*) for dates, times and locations of the BCHS cemetery walks! Myrna warns those who are attending that mosquitoes enjoy cemetery walks as much as our visitors! “Attendees are advised,” she notes, “to bring both mosquito spray and a lawn chair.”

Volunteers are needed for research, scriptwriting, acting and more! If you are interested in getting involved with “If Tombstones Could Talk,” please contact Kat Breese, Program Manager and Volunteer Coordinator, at [bchsvolunteer@netnet.net](mailto:bchsvolunteer@netnet.net) or [920-437-1840](tel:920-437-1840).

A special thanks!

The Brown County Historical Society would like to give special thanks to Alycia Atwell for her graphic design work this semester. Alycia is an Arts Management student at UWGB, and has completed 50 hours of volunteer work since January. Alycia has designed this year’s rack card which lists our events, along with posters for Petals and Porcelain, If Tombstones Could Talk, and the Flower Fairy Tea Party.



*Thanks for your great work, Alycia!*

**Check out our Facebook page  
and see Alycia’s work!**

## TITLETOWN BREWERY

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walls of glass. Located adjacent to this is where the brewing equipment is located. Out of view in the basement is where the beer is bottled or kegged for storage, and eventual transportation to distributors.

The entrance to the tap room was formerly the boiler room. The adjacent retort room, where vegetables once were cooked, is now the Titledown Tap Room where one can order a variety of beers at a 1940s' art deco back bar that was removed from a bar once located at Webster and Main streets that had multiple owners, most recently Dave's Stagger Inn. Left as reminders of its former purpose are the holes in the floor that are now covered with glass. These are the remnants of the cookers in which the tins of canned food were cooked. The western wall consists of industrial-sized overhead garage doors through which one can view the outside world on North Broadway.

With the expanded space, the brewery will go from 15,000- to 40,000-barrel capacity. Each craft beer requires different varieties of hops to acquire a specific taste. These hops are raised in various regions of the U.S.; their malt comes from Briess of Chilton, Wisconsin.

The upper floors are basically designed as office space with great views. Prominent in the plan is The Cannery Public Market, offering a farm-to-table culinary experience. It will feature locally-sourced meat, cheese and produce along with specialty beer, wine and products from around the world. Cheese will be made fresh on site, and The Cannery also will boast a full bar, restaurant and fresh deli.

The third floor will have a Titledown beer hall and banquet area, plus leased space. A special feature will be the rooftop beer garden that will open this summer. Despite its obsolescence, the Larsen-era smokestack was left intact to remind us of its heritage. As Leah Weycker, a sister to the president, stated, "The smokestack with its signage is a beacon for the weary traveler."

There are already some spin-offs from this enterprise. For lunch recently, I had a sandwich made with summer sausage infused with Dark Helmet, one of Titledown's craft beers. I found it in a refrigerated case in my local grocery. In my interview with Leah, she confessed she was responsible for this added value to an existing product. Titledown worked with Cher-Make of Manitowoc to

develop this product. In the near future, will we also see beer-flavored cheese curds?!

Back in 1996, Brent Weycker, president of Titledown Brewing, received a Brown County Historical Society's Historic Preservation Award for their reuse of an abandoned train depot. History repeats itself as he accepted another Historic Preservation Award from the BCHS for adaptive reuse of the Larsen Cannery buildings. He and his organization needs to be congratulated for helping to preserve some of Green Bay's industrial history.



### Sources—

Stare, Fred A. *The Story of Wisconsin's Great Canning Industry*. Baltimore, Md.: The Press of the Canning Trade; November, 1949.

*The photos included in this article represent only a few... Check out the BCHS' facebook photo album "2014 Titledown Brewing"*



**Top:** Brent Weycker serving beers in the Tap Room. **Bottom left:** The new Tap Room with the back bar salvaged from a Main Street bar. **Bottom right:** One of Titledown's craft beers, ready for distribution. *Photos by Don Kraft.*

## ***WELCOME SUMMER!*** **WITH PETALS AND PORCELAIN** **JUNE 5-7, 12:00-4:00P**

Celebrate exquisite fresh flower arrangements by top local designers paired with Hazelwood's superb collection of china, painted by Frederika Crane (1854-1930). Visit with artists painting on the grounds and enjoy a variety of demonstrations throughout the weekend, including the art of floral arranging and making herbal sachets. Talented local musician Mary Eisenreich will entertain from 1:00-3:00p on Saturday and Sunday. Enjoy refreshments, served on the back porch overlooking the Fox River.



One of F. Crane's hand-painted porcelain plate with flowers. Photo by Kathy Kauth.

### ***Demonstrations—***

- ◆ **Sat., June 6, at 1:00p** — Hand-dye a silk scarf with plant materials (\$5 fee. Limited space; reservations required.)
- ◆ **Sat., June 6, at 2:00p** — Shape, Line, and Form define the minimalist art of Japanese floral arranging demonstration by Kazuko Bressler
- ◆ **Sun., June 7, at 1:00p** — Sally Enloe of Schroeder's Flowers will share tips on arranging the perfect bouquet of flowers.

*Many thanks to our participating florists: Aster Park Floral, Echota Garden, Enchanted Florist, Mayflower, Petal Pusher, Schroeder's Flowers, and Twigs.*

*Admission \$7. No charge for BCHS members.*

**Brown County Historical Society**  
P.O. Box 1411  
Green Bay WI 54305-1411

**ADDRESS SERVICE REQUESTED**

**HOURS for**  
**JUNE – AUGUST, 2015**

#### **BROWN COUNTY HISTORICAL SOCIETY**

BCHS offices — 8:30a-4:00p, weekdays  
1008 South Monroe Street, Green Bay WI 54301 [MAP](#)  
Phone: [920-437-1840](tel:920-437-1840) / [www.BrownCoHistoricalSoc.org](http://www.BrownCoHistoricalSoc.org)

#### **HAZELWOOD HISTORIC HOUSE MUSEUM**

See details for events on page 5 of this issue.  
Tours, programs and teas scheduled at your convenience  
by appointment throughout the year.

#### **ADMISSION**

Adult \$5.00 • Seniors (60+) \$4.00 • Children (5-17) \$3.00  
Children under 5 are FREE. AAA discounts.

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HISTORICAL SOCIETY & HAZELWOOD HISTORIC HOUSE

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