



# THE HISTORICAL BULLETIN

March 2019

Vol. XXXVIII, No. 1

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

## 2018 HISTORIC PRESERVATION AWARD WINNER

### THE UWGB VIKING HOUSE GREEN BAY

by Don Kraft

As a sidelight to their professional careers, Owen and Elspeth Christianson have studied Viking-age Scandinavia and been Viking re-enactors for more than 40 years. In 2011, they decided to share their love of Viking life with others by carefully researching, designing and building a 14'x28', 11th-century re-creation of a Norwegian grindbygning (timber-frame house) on their property near Stratford, Wisconsin.

It was always their dream to share the house to enable others to learn about and experience Viking culture so, starting in 2013, the couple hosted Viking camp weekends for UWGB history students.

According to Professor Heidi Sherman, "Viking



Viking House before the move. Photo by Professor Heidi Sherman.

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Camp" became a much-anticipated annual tradition for UWGB history classes, allowing students to experience what life might have been like a thousand years ago. Professor Sherman wanted students to learn history by getting their hands dirty — breaking flax, blacksmithing, and cooking over an open fire."<sup>1</sup>

More recently, as the Christiansons contemplated moving out east for retirement, they considered what would become of their Viking house. Based on their strong relationship with Professor Sherman, they decided to donate the building to the University to be used as a hands-on educational tool.

In September 2017, UWGB students worked with the Christiansons to document the building, marking each piece prior to disassembly and loading onto a flat-bed tractor-trailer for its journey to Green Bay. Re-using the same materials, including slate shingles and timber framing secured with wooden pegs, the building was quickly reconstructed. In addition to continuing to serve as an outdoor classroom, there are plans to host educational seminars, particularly with craftspeople such as blacksmiths, leatherworkers, and those trained in Scandinavian traditional crafts.

It is believed that the UWGB Viking House is the only such educational opportunity on a teaching campus anywhere. The Viking House received a Historic Preservation Award for Preservation Activities.

*(continued on page 2)*

## THE VIKING HOUSE

(continued from page 1)



Left: Owen Elspeth Christianson. Photo by Kimberly Vlies.  
Right: Dedication of Viking House at UWGB. Photo by Ioana Coman.

**Editor's Note** — For additional information about the Viking House, check out the following articles: <https://www.uwgb.edu/viking-house/>; <https://www.uwgb.edu/viking-house/about-owen-and-elspeth/>; <https://www.uwgb.edu/viking-house/articles/>; or contact Professor Sherman ([shermanh@uwgb.edu](mailto:shermanh@uwgb.edu) or 920-465-5146). More information also can be found on Facebook and Instagram: UWGB Viking House.

### Footnotes —

<sup>1</sup>"The Viking House Finds a New Home." *The Historical Bulletin*; Brown County Historical Society, Volume XXXVI, No. 4, December 2017, pg. 4.

### 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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### BOARD OF DIRECTORS

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## Love History?

Help history come alive at the Brown County Historical Society and Hazelwood Historic House!  
We are looking to expand our volunteer base in a variety of areas!

Become a docent at Hazelwood, assist as a guide in our cemetery walks, or help with special events and so much more!

By joining our team, volunteers will gain experience in public speaking, research, and event design. Not comfortable with Public Speaking? We have other volunteer tasks that do not involve the public.

If interested in learning more about volunteering with us, please contact our Volunteer Coordinator, Brooke Uhl, at [bchsvolunteer@netnet.net](mailto:bchsvolunteer@netnet.net) or call 920-437-1840 to set up a meeting.



## CONNECTIONS TO THE PAST

by Chris Dunbar and Dennis Jacobs

*In this new feature of the newsletter,  
we encourage readers to share their history.  
To learn how, see below.*

The idea came from a email request from Pam and Warren Wiedmeyer, who live in Slinger, Wisconsin, hoping the BCHS could help them with a puzzle. They own a candy box from the Gazett Candy Company in Green Bay and were unable to find information about the company. We referred this question to the Local History and Genealogy Department at the Brown County Library. Library associate, Dennis Jacobs, quickly solved the puzzle for the Wiedmeyers and sent them the following interesting information.

The Gazett Candy Company was established in 1906, when George Gazett left the Brenner-Gazett Candy Company. The new company constructed their store and factory in the early spring of 1907 at 624-626 Main Street.

George Gazett learned how to make candy at the age of 13, and left his hometown of St. Cloud,



Candy box from Gazett Candy Company. Photo courtesy of Pam Wiedmeyer.

Minnesota, for Denver, Colorado. He came to Green Bay in 1892 and became the manager of Annen Candy Company. In 1898, he and business partner, William Brenner, established Brenner-Gazett Candy Company.

Gazett Candy Company incorporated in 1916 with



Gazett Candy Company (c. 1915), 624-626 Main Street (now the location of the N.E.W. Clinic parking lot). Image from Green Bay, County Seat, Brown County, Wisconsin; provided by Dennis Jacobs.

\$150,000 in capital. The company continued until 1932 when George Gazett retired. The company would have continued but new a regulation, due to President Roosevelt's National Recovery Administration, dropped prices so low, it was difficult to turn a profit. At the time of Gazett Candy's closing, it was the longest running candy company in the city.

The Wiedmeyers were delighted with the information about the candy company, and we were happy to help them put the pieces together. In the process, however, we became interested in the candy box and its history. Mrs. Wiedmeyer responded that she did "not know how her grandmother acquired the candy box, although my mother was in possession of the box for as long as I can remember. My grandmother was an artist, and the candy box held a collection of her ink pens. It was displayed on top of my grandmother's dresser in the guest bedroom while I was growing up, near Jackson, Wisconsin. Upon my mother's death one year ago, I acquired the beautiful candy box. It now holds a special place on top of my grandmother's dresser in our guest bedroom."



**Editor's Note** — Dennis Jacobs discovered more information on George Gazett, so we plan to do additional research and portray him during our "If Tombstones Could Talk" at the Woodlawn Cemetery Walk in 2020.

## CONNECTIONS TO THE PAST

**HISTORY IS . . . YOUR STORY.** Objects have a story to tell — they connect us to our past as well as our future. We invite our readers to share an image of an object that is meaningful to you. **TELL US YOUR STORY**, and we will post it on our social media and share a few stories in our newsletters.

*To share, please contact us at [bchs@netnet.net](mailto:bchs@netnet.net).*

# PHOTOGRAPH MYSTERY SOLVED

by Dennis R. Jacobs,  
Member, Digital Archives Committee

Recently the Digital Archives Committee scanned a large set of glass negatives that belonging to the Matzke family. The amateur photographer was Felix Matzke, who purchased his camera around 1916. Employed by Wisconsin Public Service as a streetcar conductor, many of his images are of the streetcars and downtown Green Bay. Among the collection are many views of parades ranging from World War I military parades to circus parades. But there are a few negatives that are neither a military nor circus parade.

Looking at the three images (*at right*), you can clearly see it was a parade. There's a small band and people carrying banners and wearing ribbons, but the odd part is the streetcars continued to operate and had to wait for the parade to pass. Circus posters pasted to the sides of the buildings gave the committee the first clue for a possible date. Using a perpetual calendar, the date of Saturday, Aug. 12, was narrowed down to 1916. The next search was in the local newspapers — in 1916, that was the *Green Bay Press-Gazette*.

After reading many articles in the 1916 *Green Bay Press-Gazette*, an answer came to light. The exact date of the images was July 16, 1916, and the images were of the Saengerfest parade.

**WISCONSIN  
SAENGERFEST**

Saturday and Sunday, July 15 and 16, with a  
grand chorus of 500

High grade soloists and full orchestra under  
the leadership of Prof. N. E. Larsen.

Saturday Evening, July 15, 8 o'clock.

**ORPHEUM THEATER**

GRAND CONCERT

**HAGEMEISTER PARK**

Sunday Afternoon at 1 o'clock, July 16.

Parade of all societies from Turner Hall to Hage-  
meister park. Picnic at park, music, singing, games, etc.

Admission to Theater, 50c, 75c, \$1.00. Admission to Park, 10c  
Seat sale opens at Orpheum box office July 12, 10 a. m.

The newspaper reported the parade left Turners Hall, located at the northwest corner of Walnut Street and Monroe Avenue. Traveling north on



## SAENGERFEST PARADE — SUNDAY, JULY 16, 1916

**Top photo:** The dark spot on the image is where the emulsion has started to peel away from the glass. The image was shot from the west side of Washington Street looking northeast across Walnut Street. The building on the corner is the Minahan Building. *Photo by Felix Matzke; image number BCHS-MAT01-066*

**Middle photo:** The marching band is leading the participants to the festival grounds at Hagemeister Park. The second building from the Minahan Building was the Colonial Theater. *Photo by Felix Matzke; image number BCHS-MAT01-064*

**Bottom photo:** The group from Marinette as they are about to turn the corner onto Walnut Street. One member holds a banner for their city. Notice the streetcars are still operating as the parade marched down Washington Street. *Photo by Felix Matzke; image number BCHS-MAT01-044*

**Image at Left:** Advertisement of the Wisconsin Saengerfest in Green Bay. The ad includes the schedule of events for the two-day festival. *Originally published in the Green Bay Press-Gazette; July 8, 1916 pg. 2.*

(continued on page 6)



## BCHS ANNUAL MEETING AND 2018 AWARDS

by Chris Dunbar

The Brown County Historical Society held its annual meeting on February 21 at Riverside Ballroom. President Mary Katherine Matharani presided and expressed the Society's gratitude to the board of directors, staff and membership. She thanked outgoing board members Judy L' Empereur and Mat Hoffman for their service. Judy has been on the board since 2008 except for a mandatory year off (as required by the bylaws.). She mentioned that BCHS is looking for board members and invited everyone to get involved!

### LOCAL HISTORY AWARD

BCHS Board of Director member, Myrna Dickinson, received the Local History Award of Merit. Mary Jane Herber presented the award, listing Myrna's many achievements. Myrna was particularly commended for her involvement with the Heritage Players and her leadership in the Society's cemetery walk program, "If Tombstones Could Talk." Myrna researches, writes scripts, and portrays characters as well as leads a committee of dedicated volunteers to do the same.



### WINNERS — 2018 HISTORIC PRESERVATION AWARDS

The Society started presenting Historic Preservation Awards in 1988, and it is an integral element of the annual dinner. The Historic Preservation Committee accepts nominations throughout the year. Don Kraft presented the awards.

- ♦ **UWGB Grindbygning Viking Saga House**  
*Historic Preservation Activities*
- ♦ **Daanen/Vainisi Residence — De Pere**  
*Historic Renovation*
- ♦ **Hotel Northland — Green Bay**  
*Historic Restoration & Renovation*

### FEATURE

### OUT OF THE DARKROOM: A PHOTOGRAPHIC GLANCE AT THE PAST

Dennis Jacobs and Chuck Golueke gave an excellent introduction to the Society's digital



**Top:** Mariah Ackermann receives Historic Preservation Award for Viking House on behalf of Heidi Sherman. **Middle:** Katina Daanen and Sam Vainisi receive Historic Preservation Award for their home from Don Kraft (left). **Bottom:** Hotel Northland general manager John Williams (right) accepts Historic Preservation Award from Don Kraft. All photos on this page by Chuck Golueke.

archives program. They focused on historic photographs of Green Bay taken from a variety of collections and provided intriguing historical information to describe each image. For more information about the digital archive project, make sure to contact Chuck Golueke ([bchsarchivegroup@gmail.com](mailto:bchsarchivegroup@gmail.com)).

President Matharani thanked the speakers, award winners and the audience, and concluded the evening.

## PHOTOGRAPH MYSTERY SOLVED

(Continued from page 4)

Monroe, it turned left onto Main Street and continued west until Washington Street. Making a left on Washington Street, the parade continued south until Walnut, where it made another left and continued down Walnut Street until arriving at Hagemeister Park, where East High School is now located.

Saengerfest is a gathering of German choral groups that used to meet once a year in different cities throughout Wisconsin. Green Bay hosted Saengerfest twice — once in 1900, the second and last time in 1916. The two-day festival focused on German music, with sheet music shipped in from Germany. Green Bay's Turner Society, along with the local chapter of the Saenger Band, planned and hosted the festival. Over 700 men and women participated in the annual festival. On Saturday, July 15, 1916, a large concert was held at the Orpheum Theater to an almost sold-out crowd. The following day, a parade through the streets of downtown Green Bay led participants to Hagemeister Park for a day filled with music, food and games.

When World War I broke out, anti-German sentiment caused many of the German societies to decline in membership and, eventually, disband. Here in Green Bay, the once active Turn Vereine Society, or Turners as they were commonly called, suffered greatly due to public sentiment after the war. Turners Hall was sold and torn down in 1938; a few years later, the society disbanded also due to declining membership. Saengerfest continues today, but on a smaller scale. Only a handful of German choral groups remain in Wisconsin to carry on this rich choral tradition.

What were once three unidentified parade images have since been identified and a small bit of forgotten history is now preserved for the future. The Matzke negatives give us a view into pre-World War I Green Bay and a long forgotten music festival. As the saying goes, "a picture is worth a thousand words," and these images certainly are true to that saying.



## A Proud Past — An Inspired Future

### BCHS' CAPITAL CAMPAIGN UPDATE

*The Brown County Historical Society  
preserves the past, but its future  
is in your hands.*

Thank you to all the business leaders, foundations and individuals for your generous support of the BCHS capital campaign. We have reached approximately \$650,000 of our campaign goal of \$1 million. The funds will be used to ensure the viability of Hazelwood Historic House. We continue to make substantial progress, but there is much more work to be done and our campaign ends this June. Your final support of the Capital Campaign today will secure our community heritage for the future.

We are excited to move forward on several priorities including a much-needed furnace, new walkways, a new roof and an updated security system. The list of projects is long. Your gift of any amount helps us to remain a resource for the future. **We cannot do it without you.**

## President's Message

by Mary Katherine Matharani

I want to extend a sincere "thank you" from myself, personally, and from the board and staff of Hazelwood, to the past president, Sherri Vadala. Sherri was a breath of fresh, Southern air in the Society! She worked tirelessly on all of our projects and programs. Several of our board members had spouses who also pitched in when necessary, and Sherri's spouse went above and beyond. Her spouse, Cathryn (a/k/a "Master of the Big Green Egg grill"), smoked all of the meat for the annual picnic and the Road Rally as well as providing the food for the Rally. It was a wonderful Southern feast!

To all of the members who got to know Sherri, she still loves the Society and will be involved as a volunteer and active member, so when you see her, say, "Hey!"



# EVENTS

Join us for one or all!

BROWN COUNTY HISTORICAL SOCIETY  
FUNDRAISER



## BCHS' 2019 2ND ANNUAL ROAD RALLY — FUNDRAISER

SATURDAY, AUG. 17

VOYAGEUR PARK IN DE PERE

9:00-10:00a Check-in at Voyageur Park

9:00a-4:00p: Road Rally

4:00p: Food and Prizes at Voyageur Park

Are you ready to discover more hidden gems around Brown County? Fill your gas tanks, start your engines, and join us for the Brown County Historical Society's 2019 Road Rally Fundraiser! Assemble a team and explore back roads, city streets and unique locations in Brown County. As a team, compete to win by solving clues, playing games, taking selfies, enjoying scenery, and discovering history! Upon returning to Voyageur Park, enjoy good food, enter our 50/50 Raffle, bid on Silent Auction prizes, and win cash prizes! Photos and selfies are a part of all the fun; digital cameras or camera phones are required.

*Reservations required.*

For more details, call 920-437-1840.

**COST — Car Teams:** \$35/person, \$30/BCHS members, \$15/kids 15 and under. **Bicyclists:** \$25/person, \$20/BCHS members, \$15/kids 15 and under.

# CALENDAR



## ~2019~ APRIL

Saturday, April 6, 1:00-3:00p — "Pinkies Down: Victorian Etiquette Tea Party." Moms and Grandmas, enjoy a ladies afternoon with your Daisy or Brownie Girl Scout with a tea and program. \$15/person. *Reservations required.*

## MAY

Saturday, May 4, 1:00-3:00p — "Pinkies Down: Victorian Etiquette Tea Party." Moms and Grandmas, enjoy a ladies afternoon with your Daisy or Brownie Girl Scout with a tea and program. \$15/person. *Reservations required.*

Saturday, May 11, 10:00a-12:00n — Downtown Walking Tour. \$10/person. *Call BCHS for more details.*

Wednesday, May 15, 4:00-8:00p — **History Treasure Tour.** Free event sponsored by the Brown County Federation of History Organizations. Visit participating history organizations for special programs and activities. **FREE**

## JUNE

Tuesday, June 11, 6:00p — **Special Program for those with difficulty walking: "If Tombstones Could Talk" Fort Howard Cemetery Walk.** Program takes place in the Fort Howard Chapel for those have difficulty walking in the cemetery. Limited seating available. \$8/individuals; \$18/families (2 adults + up to 4 children, ages 5-17). *Reservations required.*

Wednesday and Thursday, June 12 and 13, 6:00p — **"If Tombstones Could Talk" Fort Howard Cemetery Walk.** \$8/individuals; \$18/families (2 adults + up to 4 children, ages 5-17). *Reservations required.*

## JULY

Saturday, July 27, 11:00a-2:00p — **Faeires and Wizards Festival.** \$7/person. *More details in June issue.*

## AUGUST

Saturday, Aug. 3, 1:00-3:00p — **"The Pros & Cons of Prohibition: Afternoon Tea."** \$22/person. *Reservations required.*

Wednesday and Thursday, Aug. 7 and 8, 6:00p — **"If Tombstones Could Talk" Allouez Catholic Cemetery Walk.** \$8/individuals; \$18/families (2 adults + up to 4 children, ages 5-17). *Reservations required.*

Saturday, Aug. 17, 9:00a-4:00p — **Brown County Historical Society Road Rally.** (See details at left.)

## SEPTEMBER

Wednesday (6:00p), Thursday (6:00p), and Saturday (4:00p), Sept. 4, 5 and 7 — **"If Tombstones Could Talk" Woodlawn Cemetery Walk.** \$8/individuals; \$18/families (2 adults + up to 4 children, ages 5-17). *Reservations required.*

TBA: 10:00a-12:00n — **If These Home Could Talk: Astor Walking Tour.** \$15/person. *Reservations required.*

## OCTOBER

Saturdays, Oct. 5 and 12; and Friday, Oct. 11, 5:00-8:00p — **Haunted Hazelwood.** \$15/person. *Reservations required.*

## NOVEMBER

Friday and Saturday, Nov. 15 and 16, 1:00-3:00p — **Hazelwood Harvest Tea.** \$22/person. *Reservations required.*

## DECEMBER

Saturdays, Dec. 7 and 14, 11:00a-7:00p — **Ethnic Christmas at Hazelwood.** General admission.

*\*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)!*

## SPOTLIGHT ON OUR NEIGHBORS —

## HISTORY TREASURE TOUR

MAY 15 — 4:00-8:00P

SPONSORED BY THE  
BROWN COUNTY FEDERATION  
OF HISTORY ORGANIZATIONS

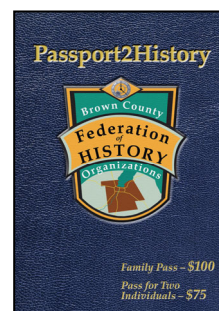
FREE! — Fifteen historical organizations across Brown County will open their doors for FREE for the fifth annual History Treasure Tour. This self-guided event encourages the public to explore Brown County's rich history while exploring hands-on activities, special behind-the-scenes tours, and exclusive access to expert staff and volunteers in each unique historical environment. For a list of participating organizations and locations, follow us on Facebook — <https://www.facebook.com/BCFHO/>!



## PASSPORT2HISTORY!

Explore Brown County's rich history through this unique, hands-on program at ten participating sites. A program for all ages, passport holders may start their

history travels at any participating site and are invited to visit as many sites as desired. The program is available from May 25-September 2. (Two organizations offer dates outside of the time period.) Purchase a **Family Pass for \$100**. It includes two adults of any age and up to six children ages 17 years old or younger, or a pass for **Two Individuals for \$75** (two people of any age). Participating organizations include:



Ashwaubenon Historical Society Museum of History and Culture  
The Automobile Gallery  
Hazelwood Historic House  
De Pere Historical Society  
Green Bay and De Pere Antiquarian Society  
Heritage Hill State Park

Historic Allouez Society  
National Railroad Museum  
Oneida Nation Museum  
University of Wisconsin—Green Bay Archives and Area Research Center

*Proceeds support Federation programs.*

To purchase your Passport2History, call the Brown County Historical Society (920-437-1840) or go to: [www.browncountyhistoricalsociety.org](http://www.browncountyhistoricalsociety.org). Learn more about the **Brown County Federation of History Organizations** on Facebook at [www.facebook.com/BCFHO/](https://www.facebook.com/BCFHO/).

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## ELECTRONIC SERVICE REQUESTED

HOURS for  
MARCH—JUNE 2019

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

HAZELWOOD HISTORIC HOUSE MUSEUM  
*See details for events on page 7 of this issue.*  
Tours, programs and teas scheduled at your convenience by appointment throughout the year.

## ADMISSION

Adult \$6.00 • Seniors (60+) \$5.00  
Children (5-17) \$4.00 • Children under 5 are FREE.  
AAA and Time Traveler discounts available.

LIKE US ON [FACEBOOK](#)! BROWN COUNTY  
HISTORICAL SOCIETY & HAZELWOOD HISTORIC HOUSE