

# Seymour History Bulletin

A publication of the Seymour Community Historical Society Inc.

Dedicated to preserving Seymour Area History

December 2010

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# H A P P



H O L I D A Y S

A drive down Depot Street is bound to bring out the Christmas spirit even in Scrooge. The gazebo is festive with holiday lights and seasonal decorations. The museum window displays a holiday scene featuring Santa Claus and holiday cheer. The first floor of the museum portrays scenes from Christmas songs. In this way, the directors of the historical society thank you for your support and extend Season's Greetings to you and your loved ones.



Seventy-eight people enjoyed the bake sale including ACN Editor Rick Cohler pictured with Marge Coonen, Janice Eick and carolers from the past. Over \$1,750.00 was raised.



The stockings were hung in the museum with care and the word spread rapidly. All 45 were sold, generating close to \$500.00 for the building fund.



The purchase of a stocking earned a chance to win one of the dolls donated by Tillie Stuflat.



Even Santa Claus supports the new museum fund.

Holiday Cheer from:

Bob Coonen
Marge Coonen
Lois Dalke
Gail Dean
Ellen Piehl Duffy
Janice Eick
Mike Keyzers
John Koenigs
T. J. Landwehr
Roberta Mory
Bill Collar



The museum window represents the season.

#### **Back Issues of the Seymour Press**

When the local paper was sold to the Advertiser Community News the transaction did not include the back issues of the *Seymour Press*. (For a brief history of the *Seymour Press* see Ellen Piehl Duffy's article on the historical society Web site). Eventually members of the SCHS discovered the papers were stored in a warehouse in Waupaca. An agreement was reached with the *Journal-Sentinel* Company to turn the archival copies over the historical society and store them at the museum. Fortunately the pallet of papers conveniently fit in John Koenigs' covered trailer and the papers are now in the museum and available to the public.

Because of a fire at the newspaper office in the 60s, the collection only dates back to 1947. Most of the editions are in bound volumes and easy to peruse. Some of the earlier issues need to be re-bound. If you wish to have access to the papers, either visit the museum during operating hours, or contact one of the directors. The papers are shelved in a



Newspapers from 1947 to the present are on file at the museum.

room back at museum. The new museum will provide a more suitable archival area. The following article about Christmas in Seymour during 1950 information utilizes garnered from the newspapers on file.

#### **Celebrating Christmas in Seymour – 1950**

Sixty years ago Seymour was a much different city. With a population of 1,760, it was about one-half the size of today. However, this small rural community claimed four grocery stores, five automobile dealerships, and practically everything that was needed from shoes and shirts to home furniture and household supplies. Agricultural related businesses were abundant, and several banks and Insurance companies served the flourishing farmers in the surrounding area. Seymour was the shopping hub for northern Outagamie County.

It was a joyous time for excited children when Santa Claus came to town. This was the only Santa most children would see, and in 1950 all attendance records were broken as over 900 tots flocked to see the jolly old man. The **Seymour Press** provided a vivid description of the excitement generated by Santa's visit.

#### December 13, 1950

"Last year the Firemen and the Legion had over 800 bags for the kiddies and they ran short. This year they had well over 900 bags and from all reports, there was a shortage. Last year everyone wondered where they all came from, this year they have just given up wondering.

The Legion and Firemen, who sponsor the Christmas party, regret that some children had to do without bags of candy. Over 925 bags were packed, but it still wasn't enough as the number of children

broke all previous records. Santa again this year called on R. Kuehne and Sons to furnish a truck and came into town about 1:30 P.M. Santa drove through Main St. and then back to Legion Square where the many, many children were waiting for him.

Last year the bags were packed with a little over 34 cents worth of candy, nuts, apples, and oranges in each sack. This year the group packed over 100 more bags than last year and averaged about 32 cents per bag.

The Firemen and Legion hopes that there will be no ill feelings because of the shortage. If you are one of the kiddies who didn't get a bag, come back next year and there will be even more bags to distribute."

#### **Season's Greetings**

During the Christmas season stores were open until 9:30 P.M. on Thursday, Friday, and Saturday evenings. In the December 20, 1950 **Seymour Press** the following businesses offered "Seasons Greetings" to area residents.

Berry's Floor Service, Brusky Clinic, Bunkelman Motors, Conrad's Tip Top Bar, Consolidated Badger Cooperative, Cook Motors' Cumicek's Jewelry' Dunbar's Food Market and Service Station, Economy Store, F. W. Brick and Son, First National Bank, Groat Oil Company, Gustman Motors Inc., Guyon's Seymour Packing House Market, Hallada's Market, Hartland Cicero Mutual Insurance Company, Hotel Nelson, Huettl Transportation, Huth Insurance Agency, Johnson Burt Lumber Company, Khant's Store, Kraft Shoe Store, Krahn's IGA Store, Kurly Top Beauty Shop, Len's Electric, Lotter Machinery, M. E. Babbitt, Maass Motors, Melchert Brothers Garage, Mielke's Motor Service, Miller's Department Store, Miller-Piehl Lumber Company, Morning Glory Milk, Muehl Furniture Company, Olsen's Café, Pasch Grocery, Paul Kuehne Tailor, Progressive Farmers, R. Kuehne and Sons, Red Owl Store, Reese Dairy, Saraffe Studio, See-More Theatre, Seymour Bakery, Seymour Canning Company, Seymour Cooperative Exchange, Seymour Creamery, Seymour Farm Equipment, Seymour Flour Mill, Seymour Hardware, Seymour State Bank, Sutliff K. W., The Mart, Vanden Heuvel Motors, VFW Tap Room, Wickesberg Standard Service, Windau Motors, Woodward's and Wurtzel's Drug Store.

The next two pages provide the reader with a brief overview of life in Seymour during the holiday season in the early 1950s. A person could shop at a variety of downtown stores, dream of a new car with four dealers available, take in a movie at the See-More Theatre and stop for the big "Christmas Scoop" of delicious ice cream at Reese Dairy. How many of you remember attending a big dance at the Pinecastle Ballroom?

Scouting has always played a big role in Seymour. Notice how many present members of the historical society were recognized for their accomplishments as Boy Scouts. The Scout leaders went all out with the winter Court of Honor at St. John's Hall including a Christmas tree, an Indian tepee, and a campfire. A few years later (1953) forward thinking community leaders led the drive to construct the Scout building.

### Stores Ready For Christmas Shopping

Fresh Chevrolet Styling Imparts Lower Lines



The Styleline De Luxe four-door sedan is one of lower appearance. Radiator grilles have been simpli 14 models introduced by Chevrolet as its passenger fied, the decorative body moulding lowered and are line for 1551. Notable in this picture are the rear fender crowns raised. Models also ofter added design improvements which accentuate a longer, safety.

### **New Christmas Decorations** Spark Holiday Opening Here

Merchans Say They Ladies Bowling News

#### Legion-Auxiliary To Rent Hall for \$15

MEMBERS CAN USE HALL FREE OF CHARGE

Through a misunderstanding it is erroneously stated in an article

# **Merchants Offer Complete Selection Of Merchandise**

### Show '51 Chevrolet

SHOWING WILL BE HELD NEXT SATURDAY

The new 1951 Chevrolet passer er cars and trucks will go on dis play in Seymour this week Satur-day, December 9, at Gustman Moters, according to information just eleased by Ben Truyman, manager of the garage here.
"For the Chevrolet retail organ

ization the presentation of the 1951 eries will come as a climax to its greatest year. Sales during 1950 will establish a new record, and nce again will top all competition by a substantial margin."

Gustman Motors have issued a special invitation to the public to stop in and see the new 1951 Chev-rolet cars and trucks on display.

Feed brewers' grains and silage to cows after you milk. That way the milk does not pick up odors from these feeds.

Farmers are now being asked to report size of their fall pig crops. From these reports, estimates will be made for the 1951 spring pig

### Gustman Motors To Read The Advertising Of **Aggressive Merchants**

has charged them with looking after the Gift Needs of the entire Sey-mour community. Thousands of Beautiful Gifts, wrapped up in the Spirit of Christmas with bright Holly Decorations will be found every-

#### More School Pictures In Next Week's Press

We regret that we do not have another school picture for this week, but due to circumstances over which we have no control, they will not be published until next week.

Lake Mills is known for many Faville clan. And among the several Store and Droeger's Greenhouse. Favilles who have risen to special These stores, all of them, are offer-prominence was Dr. Harry, at one ing you only the very best in Christtime one of the fore of the Middle West,

Not only has Santa charged local merchants with looking after your gift needs, but he has heartily enmour first, for it is here that you will find among the Seymour mer chants, your neighbors, an friends, just the gift you have been looking for, priced right.

Let's look at what is offered in the ads of Woodwards, The Mart, Miller's Department Store, Kahnt's Krafts, Krahn's, Shoes. Wurtel Drugs, Muchls Furniture Co., Hallada's, Reese Dairy, Seymour Hardware, Helmke's, Econo Lake Mills is known for many my Store, Stanelle's Bakery, Cumings, not the least of which is its cek's Jewelry Store, the Red Owl

Shop this week and every week



GREETINGS



Melchert Bros. Garage

Happiness

attend you this

and prosperity

Hallada's Market & Appliance Store



want to say, with deepest sincerity.

Dunbar's Food Market & Service Station



From Now Until Christmas. Save on These Ideal Christmas Gifts at Muehl Furniture Co



BRIDGE SETS



\$34.50 - \$29.50





ome In To Get Your Calendar and Christmas Gift















Christmas Anklets KAHNT'S



Watch For The Announcement Of The New CA

Allis- Chalmers Tractor

Coming soon At







USED CARS That Counts COMPARE

1949	CHEVROLET Sedan 8	1445
1949	CHEVROLET 5-Passenger	
	Coupe	1395
1948	CHEVROLET Aero Sed.	1325
3941	CHEVROLET Town Sed.	395
1939	CHEVROLET Sedan	875
1937	CHEVROLET Sedan	125
1946	FORD Super 2-Dr	1095
1939	FORD Sedan	395
1936	FORD Sedan	95
1948	OLDSMOBILE Club	
	Sedan	1195
1941	OLDSMOBILE Sedan	565
1939	OLDSMOBILE Sedan	275

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### Planning A New Years Eve

Celebration? ON THURSDAY, DECEMBER 31

Now as Low as

\$4.95

Muehl Furniture Co. INC.

Theres A Big Dance At The

Pinecastle Ballroom



HATS-HORNS-NOISEMAKERS We Have Everything to Celebrate An Enjoyable Evening Music by LeRoy's "Jolly" Dutch Boys Come One, Come All To This

Big Celebration

### **Boy Scouts Hold** Court of Honor 1951

Parents of Boy Scout Troop 17 were guests at a winter Court of Honor held in St. John's Hall Wednesday evening. Dec. 12.

The setting for the ceremonies included the American flag, Boy Scout flag, a group of Christmas trees, an Indian tepee, and a camp fire Ray Beyer, Scoutmaster, led the scouts in the pledge to the flag and the scout oath.

John Davis, field executive of of Clintonville, gave a short talk commending Scoutmaster Beyer for the work he is doing in Scouting in Seymour. Beyer presented the Neighborhood Commission scout badge to Ed Tierney, Neighborhood Commissioner. Members of Boy Scout Troop committee were introduced, Frank Tubbs, Malcolm Veich, Tom Reed, Everett Mc Bain, and Jarvis Selberg.

Den Chief cards were presented to Robert Lotter, David Grunwaldt, and Gale Wandke. by Cubmaster Gus Nelson.

Tenderfoot badges were presented by Ray Beyer to the following: Jim Schmidt, Larry Huettl, Jerry Kissinger, and Tom Seidl. Those earning the award who were not present are John Stuckart, Thomas Mc Cormick, Florian Gerl, William Stuckart, Thomas Garbrecht, Ronnie Mc Intyre and Marvin Samson.

Second class badges were presented to Neal Kroll, Gerry Walters, Gary Melchert, Robert Lotter and Donald Reinke.

First class badges went to Steve Keune, David Wendt, Terry Kuehne, Merton Sherman and David Grunwaldt.

Troop leaders Warranty cards went to Robert Lotter, Gale Wandke, David Grunwaldt, and patrol troop leader awards were given to Gale Wandke, Gary Melchert, James Lotter, Merton Sherman and Steve Keune.

Merit badges for fishing were awarded to David Grunwaldt, Teddy Ohlrogge, Steve Keune, Ralph Hallada and Robert Coonen. Pathfinding merit badges were given to David Wendt, David Grunwaldt and Steve Keune. Robert Selberg was gardening badge, given the home repair badge was given to Dick Sutliff and Steve Keune; woodwork and public speaking badges were given to Robert Coonen; an animal industry badge went to Robert Selberg, and personal health badges were given to James Lotter, David Grunwaldt and Steve Keune.

A wood carving badge went to David Grunwaldt. Art badges were given to Merton Sherman and Steve Keune. James Lotter and Steve Keune were awarded forestry badges.

An award in cooking went to Ralph Hallada. Beyer explained that Ralph planned the menus figured the expense and did par of the cooking in a 3-day boa trip down the Wolf river from Shawano to Shiocton over Labor day. The swimming award went to David Wendt.



Ice cream, the dream food that tastes so good all the way down, belongs on the Christmas dinner table. You know how Christmas diffiner table: You know how the folks go for it all year round, well, give them a special treat Christmas with an extra big fat seoop drowned in syrup and slathered with whipped cream? Sound Good? Tastes better, so order plenty for Christmas helpings.

All Popular Flavors

Pint 27c Quart 54c Half Gal. 90c Gal. \$1.65

### **Reese Dairy**

Phone 153

Seymour, Wis

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### **Fire Chief Melchert Gives Rules for Holiday Safety**

- 1. Do not buy toys using hol, kerosene or gasoline. They are hazardous in juvenile hands.
- 2. Do not place electric trains around the base of Christmas trees.
- 3. Parents should plug and unplug electric toys themselves, and supervise play with electric toys. KEEP TREES COOL

To prevent Christmas tree fires. trees should not be brought into the house until a few days before Christmas. because they quickly become tinder dry.

#### William Tubbs Is **Elected President** Of Local YMAA

Wililam Tubbs was named president of the Young Men's Agriculture association at a meeting last Thursday evening. Other officers elected are Bill Haefs, vice president; Leonard Wendt, secretary and Orville De Bruin, treasurer.

Florian Rohloff gave a review of the year's program and Tubbs reported on the trip made by members to the recent International Livestock show at Chicago.

Plans for a graudation program on Jan. 17 for veterans who will have completed their training are in the hands of a committee including Tubbs, Ed-

### GIFTS FOR

Boxed Cigars for Dad (Boxes of 20, 25 and 50)
PIPES \$1.00 - \$1.50 - \$2.50 - \$3.50
BILLFOLDS \$1.00 to \$10.00
SHAVING SETS \$1.00 Up

#### Coty Perfumes for Mother **EVENING IN PARIS PERFUMES** ATOMIZERS

Le Long & Lentheric Colognes Compacts - Bath Sets - Billfolds, etc.



#### Elmer's Service Rhyme

Don't worry about the horn Or parts falling off, With greasing and inspection

We do at no cost.

### Mielke Motor Co.

#### See-More Theatre

Telephone 214R Seymour, Wis Sunday Shows start at 7:00 and 9:00 p. m. During the rest of the week shows start at 7:30. Come as late as 8:30 and see full show.

THUR.-FRI.-SAT., DEC. 21-22-23 John Payne, Maureen O'Hara Edmund Gwenn & Gene Lockhart in the Christmas Comedy

#### "Miracle on 34th Street"

Also a color cartoon & the News

SUN.-MON., DEC. 24-25 Sunday Matinee at 2:00 p. m. No show at night due to Christmas Eve. Monday show at regular time. This picture brought back to the screen for your Christmas entertainment.

Bing Crosby. Fred Astaire. Marjorie Reynolds and Virginia Dale in Irving Berlin's

#### "HOLIDAY INN"

Plus a Good Subject, a Color Cartoon and World News.

#### **Memory Forest**

The front page of the **Seymour History Bulletin** provides the reader with a glimpse of the holiday display on Depot Street adjacent to the museum. Nagel Park and the museum grounds are decorated with 42 trees donated by Dr. Don and Gail Hoff. Dr. Hoff, who practiced in Seymour for 28 years, has a tree farm just north of Appleton. Don and Gail harvest the trees and deliver them to Nagel Park at no charge. When asked why they go through all this work for the historical society, he replies, "It is a family tradition that dates back to the 50s. We enjoy the process of harvesting and delivering trees to both the library and museum. It gives us the opportunity to enhance the beauty of the community. We enjoy giving back to the people of Seymour. I had many great civic-minded people as patients and developed a strong affinity for Seymour. People do an outstanding job decorating the trees." Dr. Hoff and his wife Gail are lifetime members of the SCHS.



The Gosse family tree is in memory of long time SCHS president Rita Gosse.

Members of the historical society erect the trees and for a minimum donation of \$25.00, people purchase a tree to trim. Signs indicate the person or persons to whom the trees are dedicated. Τt is fascinating to see the variety of decorations ranging from sports equipment and the Christmas theme, to teddy bears and toy cars, trucks, and tractors. The variety of groups represented includes the Rescue Squad, American Legion Auxiliary, Friends of the Library, Good

Shepherd Services, Muehl-Boettcher Funeral Home and HOTH. This project is a great way to recognize loved ones, celebrate the holidays, and contribute to new museum building fund. This year the project raised over \$1,000.00 for the new building.

#### **Bake Sale and Open House**

Once again the bake sale was a big success with 78 people visiting the museum display "*The Sounds of Christmas.*" Pies, cookies, cakes, candies, breads, and assorted goodies were on sale. A sincere "thank you" to everyone who purchased goods, donated money, and baked treats. Thanks to the generosity of our supporters, the event, including the Christmas stocking sale, added close to \$1,750 to the building fund.

Winners of the doll raffle described on page one were, **Dennis Zablocki, Sue Keyzers, Robin Peeters, Sue Hesprich, Lois Dalke, Janis Eick, Betty Ibe, and Traci Crocker.** A special "thank you" to Tillie Stuflat for creating and donating the dolls.

#### **Museum Year-end Report**

Perhaps the most rewarding aspect of maintaining a museum is providing a resource for people who are interested in family or area history. It is also gratifying to provide guided tours for youth groups. Unfortunately, the present building does not have the space for proper orientation for visiting groups. This makes it difficult to communicate with youthful visitors and the lack of an elevator limits access to second floor for senior citizens.

Including all the special events, the museum was host to over 1,700 visitors during the past year. The Tuesday farm market brought more people to Depot St. and consequently more visitors to the museum. Burger Fest provides people from throughout the nation with a reason to visit Seymour. Many of these individuals are interested in the history of the hamburger and visit the display in the museum. This year 799 Burger Fest attendees toured the museum.

The Giz Herbst Art Show attracted 120 people who had the opportunity to interact and view the impressive display. The Jean Maass doll exhibit brought in 104 people. Certainly, the most popular program organized by the SCHS is "Music in the Park." Even though the weather was challenging this summer, 3,342 people attended the concerts. The outside programs averaged 318 spectators per event. The historical society had a booth at the Outagamie County Fair for 5 days. The society Web site (www.seymourhistory.org) had 1,252 visitors. The SCHS now has 175 lifetime family members and 52 lifetime business members. It was a fun year, and your society helped provide area residents with many social and cultural choices.

#### **A Tribute to Roy Puls**

By Bill Collar

With the passing of Roy Puls, (1913-2010), the Seymour Historical Society lost an avid supporter. I first met Roy in the 1970s when my father, Elmer, told me to "Look up the Puls boys." Dad played baseball for Hortonville

and during the 30s his team had quite a rivalry with Seymour. He described the "Puls boys" Roy and Ralph, as, "not very big, but quick and good hitters." Often when I would see Roy at Music in the Park, he would ask about my Dad and tell a story or two. Roy's recollections about the baseball days were in our June 2009 newsletter and can be found on our Website (www.seymourhistory.org) titled, **Seymour Baseball in the 1930s.** 

Since Roy's memory was always sharp, it is fortunate I



Roy enjoyed "Music in the Park."

always sharp, it is fortunate I had the opportunity to record a couple hour discussion with him and Don and Frieda Feurig. Excerpts of that conversation will be made available in the new museum. He enjoyed talking about the early days with an emphasis on sports, early Seymour businesses and his days as a cheese maker.

Roy was always willing to answer questions and told fascinating stories about trips to the Chicago Cub games and traveling to Packer – Bear games in the Windy City. On a couple occasions we took a break from history and paused for refreshments, or as Roy said, "The Seventh Inning Stretch." Roy was a lifetime member of the SCHS, an ardent supporter of the new museum project, and a great resource of knowledge about the community. Fortunately, he found the time to share and preserve his recollections.

### SCHS Member Discovers Old Seymour Press



Cathy and her son Jonathon

Lifetime **SCHS** members Pat and Cathy Krull had an unexpected surprise when razing an adjacent house. Thev found a Seymour Press dated February 7, 1899 nailed to an interior wall. Even though the paper is in rough shape, it does provide

some insight into life in the city around the turn of the century. Some of the highlights are included below.

#### **Seymour Press February 7, 1899**

Margaret Wright who has been having a serious time with her eye the past two months has at last regained her sight. The trouble was caused by her getting infected dust in her eye.

A good fellow is one who makes a chemical analysis of himself about twice a week to tell the difference between himself and a darn fool.

Miss Hellen Leama, of Green Bay is visiting her sister, Mrs. Anderson who is slowly recovering from a very bad attack of la grippe.

Editor's note: La grippe was the term used to describe what is today known as "Influenza". To illustrate the seriousness of the illness in 1918 over 50 million worldwide died of "The Flu." Newspapers of the day gave this advice to avoid contracting the disease.

- Avoid close, stuffy and poorly ventilated rooms. Insist on fresh air, but avoid disagreeable drafts.
- Eat nourishing food and drink with plenty of water.
- Avoid constipation.
- Secure at least seven hours of sleep.
- Avoid physical fatigue.
- Do not sleep or sit around in damp clothing.
- Keep the feet dry.

# F. H. Dean informs us that his sale of boilers, engines, and farm machinery is larger this winter than ever.

Editor's note: F. H. Dean had a store and machine shop west of Main St. near the RR track. A 1900 industrial review of Seymour described the enterprise in this manner. "Mr. Dean employs sixteen skilled mechanics, which number will be largely increased in the near future to meet the rapid growth of his business. His machine shop is equipped with

special machinery from original designs for satisfactory and rapid production."

R. H. Hendershot, the original Drummer boy of the Rappahannock, will appear at the Odd Fellows Hall Feb. 15 under the auspices of the G. A. R. and W. R. C. Tickets are 15, 25, and 35 cents.

Robert Henry Hendershot who became known as "the Drummer Boy of the Rappahannock." He was a drummer boy for the Eighth Michigan. His regiment was stationed near the Seventh Michigan during the Battle of Fredericksburg, Virginia. On December 11, 1862, the Seventh was trying to cross the Rappahannock River under fire. Robert answered a call for volunteers and ran to help push the boats. He had crossed the river when a shell fragment hit his drum and broke it into pieces, so he picked up a musket. He encountered a Confederate soldier and, taking him as prisoner, brought him back to the Seventh Michigan. The story of a boy capturing a man made him a hero.

Editor's note: The Odd Fellows Hall was located on the west side of South Main St. across from the hotel. It was a popular meeting spot. Lecture programs like this were a popular form of entertainment.

Brer. Groundhog didn't come out. He merely called up the fuel company, ordered another weeks supply of coal, took a quinine pill and a finger of whiskey and went to bed again.

C. F. Spregler has the hottest stove drum to ever come down the pike. Stop at his store to see it.

A few of them five or ten cent books for sale at the press office might be the means to keep that boy or girl home in the evening.

If a newspaper gushingly comments favorably upon any enterprise or individual, that person would walk out of his way a dozen blocks to avoid vouchsafing a word of thanks. If an error, no matter how trivial finds its way into the paper, within ten minutes after it leaves the press demands are made for its correction. That's the difference.

#### **New Museum Project**

We need your help – Check the yellow insert for details

Thank you to all who have donated to the building fund. The total amount pledged and donated is approaching \$950,000.00. In order to build a museum and learning center that will be major attraction downtown, additional funds are needed. Perhaps you are planning to donate or maybe you know someone you can help convince to contribute to this worthy project.

The goal, including an operating fund and unique, attractive exhibits, is \$1.4 million. This figure will provide us with one of the finest small town museums in the Midwest including an impressive HOTH exhibit and offices for the society and the HOTH. If you, or your organization would like to view a presentation of the plans for the new facility, contact society president, Bill Collar at 833-6064. All donations are greatly appreciated! Use the handy yellow insert for more details or to make your pledge