



A traditional Christmas Market in Old Town, Stockholm.  
Courtesy of Ulf Lundin/imagebank.sweden.se

## Reemerging Traditions



Tracey setting up the ASHM gift shop for Christmas.

Holiday shopping has drastically evolved over hundreds of years. Before the mega mall, box store, boutique, and online shopping, village markets were the life blood of commerce.

Outdoor Christmas markets have long been a tradition throughout Europe, originating in Germany. “December markets” began appearing in Vienna, Munich, Bautzen, and Frankfurt in the 14th century. Early markets provided a chance for villagers to stock up on needed items to survive the cold winter season. Soon this assemblage of vendors became more closely associated with the upcoming Christmas holiday and were referred to in German as the *Christkindlmarkt*, meaning Christ Child or Spirit of Christmas Market.

It is believed the first official Christmas market was held in Dresden in 1434. Soon these holiday vendor gatherings began spreading throughout Europe and Scandinavia.

Markets were most often held in the heart of the city or town square. The oldest such Swedish *Julmarknad* is in Stortorget, now known as Gamla Stan in Stockholm. Though this area featured markets year-round, in 1523 King Gustav Vasa officially proclaimed that a Christmas Market would be held featuring exclusively Swedish made goods. Over the next few hundred years the *Julmarknad* fluctuated in popularity, but is still open to visitors.

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## Note from the Director

I am writing this note as the fall colors are reaching their peak in Philadelphia and we are in the midst of planning the museum's seasonal holiday offerings. The changing seasons are something that most of us look forward to. We adore the light and warmth of summer, gorgeous colors and crisp air of fall, coziness of a snowy day in winter and promise of new life in spring. Of course, each natural season brings things we don't like as well—allergies, humidity, dangerous storms, etc. One of the great things about natural seasons is that we know that eventually the current season will change to the next.

I have come to reflect on so many things in life as seasons, and the lessons of the natural world inform how I feel about the "seasonality" of things like friendships. We may be very close to people for periods of time and then have eras when we see less of each other. Raising children has ever-changing seasons, and both the endearing and frustrating parts of each stage are fleeting.

As we enter the winter holiday season, we are all likely to have a list of things we will be sorry to miss during this year. One way that I personally am navigating this pandemic is that every time I feel a sense of loss over an event or gathering that we can't have, I comfort myself by saying this is just for now, we will get to the end of this and resume doing our favorite things. Hopefully, we will also find new ways of celebrating that are so meaningful, we will want to keep them even when pandemic restrictions are a distant memory.

At ASHM, we will miss celebrating all of the usual traditions with you in person this year. Please know that you are in our thoughts and we love to seeing you at our virtual events, receiving many notes, phone calls and emails; and catching up as you drop-in to visit.

Varma hälsningar (Warmest greetings),



Tracey Beck

### Reemerging Traditions *continued from front cover*



Guests shopping at the Auxiliary Deli table.

The Stortorget Christmas market is just one of many throughout Sweden, others include; Kungsträdgården, Kalmar Castle, Gustav Adolfs torg, and Rosendal Palace.

No matter the location, Christmas markets are a confluence of culture and tradition. Held outdoors, the *Julmarknad* is alive with the sights and smells of the holiday season. The cold weather is held at bay with warm cups of *glögg*, or mulled wine, and coffee served with copious amounts of food including *pepparkakor* or gingerbread cookies. Rows of vendor stalls line the town square selling a wide assortment of *hemslöjd* or hand made goods. Music fills the air invoking nostalgic memories of childhood and family. Above all, Christmas markets are a time to gather together and enjoy the magic of the holiday season.

Those who have been to our Lucia Fest in previous years know that it's a fun weekend of cultural experiences and an opportunity to find unique holiday gifts. Our gift shop and vendors are spread throughout the galleries and shoppers enjoy a busy atmosphere full of the Swedish holiday spirit. Although 2020 has presented some logistical challenges to this traditional event, ASHM is committed to being a community health partner while fulfilling our cultural mission. Luckily, the centuries old European custom of outdoor markets helps provide a safer COVID shopping experience!

This year ASHM will host an Outdoor Christmas Market on the museum terrace, Saturday and Sunday December 5th-6th from 10:00 am – 4:00 pm. The Market will include the ASHM Holiday Gift Shop, Auxiliary Deli, Mormor's Attic, Tamarack Farm Gotland Sheep wool merchandise, and an assortment of craft vendors featuring Scandinavian and/or *hemslöjd* (handmade) items. The Auxiliary Deli will also be taking pre-orders of food that will be available for easy pick-up at the event. We will have raffle items as well, tickets will be sold at the door or you can purchase in advance over the phone. During the market warm holiday drinks and treats will be for sale to enjoy while shopping.

The event is free to attend and while we will not be hosting the full Lucia children's program, a ceremonial Lucia host will be attending the event to greet guests. Be sure to attend for a magical outdoor cultural shopping experience! For the most up to date information about the event, please visit our website.

# The Travels of Carl Otto Lindberg, A Worldly Mining Engineer

By Olivia Armandroff

Next time you turn on a light, I'll ask you to consider Swedish-American Carl Otto Lindberg. Lindberg's work on the Mawchi Mines in Burma (now Myanmar) in the 1930s was an essential step in the illumination of homes around the world. The Mawchi region was the leading source of tungsten at the time, providing the strongest natural metal on earth and the one used for light-bulb filaments. Today we have little awareness of the raw materials that are essential components of our daily lives. In the first half of the twentieth century, when Lindberg entered the mining business, the full potential of strategic ores was first being realized. The field was shifting its focus from precious metals to ones such as zinc, cyanide, and tungsten, which were making a modern world possible. Lindberg's career bridged this transition in the field.

Born in Sweden in 1879, Lindberg first enrolled in the Royal Swedish War Academy. But after hitting an officer, he fled to America, and had to find his way independently. He was grateful to receive scholarships which allowed him to go to school and earn a degree from the Michigan College of Mines in 1906. He then used his mining expertise at sites around the world, beginning in Mexico, where he consulted on projects for the Benito Juarez Mines Company, the John Hays Hammond Syndicate in Mexico, and Carpenter & Brennon. After relocating to New York City to serve as an American representative for New Gold Fields Limited, Lindberg's journeys continued. Traveling via cruise line to Venezuela, India, China, Australia, Lindberg became a global citizen.

While conducting mining work around the world, Lindberg was exposed to cultural traditions as well. For example, at the Mawchi Mines, a ceremony in his honor showcased the community's dancers and performers. Elsewhere, Lindberg was honored with gifts giving him insight into the communities he was visiting, such as a rain



*Photograph of Lindberg in Venezuela, 1933.*

drum in China, an instrument that has endured since the bronze age in Southeast Asia.

At the same time, Lindberg embraced the identity of his adopted home, the United States. In 1915, Lindberg made his American citizenship official. He met and married his second wife Dorothea Williams in 1931 and they settled in an apartment on Park Avenue in New York. Together they hosted mining representatives from around the world. Lindberg facilitated the stays of faraway visitors, coordinating their dining and accommodations as well as important meetings, with New York City bankers. The respect for Lindberg's work

was perhaps most evident in 1942 when he was contacted in the midst of World War II and asked to supervise the work of twenty-five mining properties producing strategic metals and minerals for the federal government. Undoubtedly, Lindberg's reports made an important contribution to the Allied victory. Even after Lindberg retired in 1957, he continued to be involved in the industry as he went on to serve on the boards of several mines, including the Fresnillo Company (in New York), Bulolo Gold Dredging (in Vancouver), and Placer Development Limited (also in Vancouver).

Lindberg's legacy in the mining business is evident in the role he plays in several key books on the subject, such as A. P. Cartwright's *Gold Paved the Way*, a history of Gold Fields Company. While Lindberg is remembered as a savvy businessman, his spirit is recalled in other ways as well. His hospitality demonstrates his generous disposition. This endures in his endowment of scholarships at two high schools: the Wilbraham Academy in Massachusetts and at the Browning School in New York. They have provided scholarship aid for several hundred students thus far, and many more in perpetuity. Despite his youth when arriving in the United States from Sweden, Lindberg's story models the success of many young American immigrants. Through access to education and his hard work, Lindberg was able to make an impact, and it is this legacy that can be carried on through the scholarships he has endowed.



*Photograph of the Mawchi Mines, Album, 1934, Burma.*

# Upcoming Events and Registration Info

## To Register For Events

call 215-389-1776, or visit online at  
[www.americanswedish.org/events](http://www.americanswedish.org/events)

There is always something going on at the American Swedish Historical Museum. See below for scheduled events. Please be aware that City and State regulations have altered rules around gatherings. Refunds for cancellations may be granted up until the event to accommodate for unexpected illness or inability to attend.

Please check the website to confirm dates and other details. To register for events by phone call (215) 389-1776. Online registration is available through each event listing. (\*Please note that in-person gatherings are subject to change based on Philadelphia and Pennsylvania COVID-19 regulations. Face coverings and physical distancing are required.)



### **MONTHLY PROGRAM: Virtual Toddler Time 10:30 am - 11:30 am**

The third Tuesday of each month ASHM offers specially designed programs to introduce Swedish culture

through art, science, and literature in uniquely fun and creative ways to children aged 2-5 years old.

### **December 15, 2020 Tiptoe with Tomte**

### **January 19, 2021 Winter Wonderland**

### **February 16, 2021 ABC's & 123's Svenska Style**

### **March 16, 2021 Swedish Dance Party**

### **New Sweden Homeschool Workshop Friday, November 13th 10:00 am - 12:00 pm**

This program is designed for families with children in grades K-6th who homeschool or are doing virtual learning at home. Families will register to receive a link for an hour-long virtual lesson, they can then attend the workshop day that includes hands-on activities and time to self-tour the museum. New Sweden is an important topic to cover in learning about Pennsylvania state history. The program cost is \$5 per child and pre-registration is required.

### **Shop From Home Evening Thursday, November 19th 3:00 pm-7:00 pm**

Ready to do some early Christmas shopping, but prefer to do it from home? Sign up for a 20 minute time slot and you will be assigned a personal shopping assistant who will contact you via video chat to help you make selections from the ASHM gift shop. Your purchases can be packaged for mail or curbside pick-up. To register for a time slot, call 215-389-1776.

### **Outdoor Christmas Market Saturday, December 5th & Sunday, December 6th, 10:00 am – 4:00 pm**

This year ASHM is bringing our traditional market outside! The market will feature regular favorites such as the ASHM Holiday Shop, Auxiliary Deli (with pre-orders available for curbside pick-up), Mormor's Attic and more. There will also be raffle tickets and warm holiday drinks for sale. Visitors are required to wear a face covering and all Pennsylvania and Philadelphia COVID regulations will be followed. Please check the website for updates. Admission is free.

### **Virtual Cook-A-Long with Amy von Sydow Green Sunday, December 13th 2:00 pm - 3:00 pm**

Join Amy for a virtual Cook-A-Long on St. Lucia Day! Saffron buns are the classic baked good to serve for this Swedish holiday, but Amy is going to shake it up this year and make a moist and chewy saffron almond cake instead! Participants will receive the full recipe with ingredient list and a link to the Zoom class. You can choose to cook along with Amy or watch her demonstration and give the recipe a try later. Amy is happy to answer any questions you have during the event! Space in class is limited to 15 participants, so book your spot early! \$10 for members and \$15 for nonmembers.

### **Virtual Museum Tour: Holiday Traditions & Glögg Tasting Tuesday, December 29th 7:00 pm - 8:00 pm**

Learn about Swedish holiday traditions from the coziness of your living room! This virtual program will take participants on a highlights tour of the Museum featuring the traditions that make Swedish celebrations special, followed by a guided tasting of Sjöebloom Winery's expertly crafted *glögg* (mulled spiced wine) by native Swede and Napa Valley wine master Mike Sjöebloom. Participation is limited and you must be 21 or over to purchase an event ticket. Event bags must be picked up from the museum with ID. \$35 for members, \$40 nonmembers.

### **Virtual Genealogy Meeting Saturday, January 16, 1:00pm**

Be sure to sign up for our newly formatted virtual Genealogy Club meeting. Gather with fellow ASHM members and explore the branches of your Swedish ancestry. Bill Fagerstrom will discuss how DNA can help with genealogical research. The meeting will be held virtually over Zoom. Free for members. Please visit the website to register.



### **Virtual Pea Soup Dinner: Saturday, January 30 6:00 pm**

This year ASHM is offering a to-go Pea Soup dinner you can enjoy from your own home with an added virtual component to experience the camaraderie of an evening with new friends. The to-go dinner will be available for pick up from the Museum and participants will receive a link to join a communal Zoom dinner online. A special guest will open the evening with a welcome address and then participants will be randomly assigned to breakout rooms for a small group dining experience. To-go dinner packages will be for two people and available for \$35 for members and \$40 for nonmembers. The online dinner experience is optional and pre-registration for the food and event is required through the ASHM website.



### **Semlor To-Go & A Movie at Home Saturday, February 13 11:00 am**

Treat yourself to a rich *semla*, a cream and almond paste filled Swedish pastry, along with a cup of hot coffee and a Swedish film. *Semlor* are often eaten before the start of lent, the Swedish version of "Fat Tuesday." This year the Auxiliary will continue the tradition with advanced *semlor* order and pick-up. Orders will come with a link to a live viewing of a Swedish film. Grab your coffee and pastry and watch the film from your living room. *Semlor* are \$6 each and must be ordered in advance by February 10th. A link to the live film viewing will be emailed upon online *semla* purchase.

### **Virtual Museum Tour: The Art of Gustaf Tenggren Thursday, February 25th 6:00 pm - 7:30 pm**

Join us for a last chance look at the exhibition *From Fairy Tale to Fantasy: The Art of Gustaf Tenggren*. This tour will walk you through the exhibition to understand themes of Tenggren's work and explore the influence of his Swedish upbringing in his art.

# Images from Recent Events

Photographs by ASHM Staff



▲ Guests at the opening of the The Global Curiosities of Carl Otto Lindberg exhibition.



▲ A family shopping at the Amalgam Comic Books booth at the Book Fair.



▲ Virtual lecture by Lars Emanuelsson during the From Fairytale to Fantasy exhibition opening.



▲ Executive Director, Tracey Beck and Board Chair, Fanny Warren greeting new Board members; Mary Wagner and Anna-Lena Bromberg.



▲ Linda & Ken Alexy accepting the Amandus Johnson Award.



◀ Visitors at the opening of From Fairytale to Fantasy.



◀ Families at the Book Fair reading station with seeing eye puppy in training, Yukon.



◀ Julie Lindberg and other Lindberg family members at the exhibition opening reception.

# Contributions

## Do you want to make a contribution?

There are several easy ways to support us. Visit our web page <http://www.americanswedish.org/support/donate> or call **215-389-1776** for more information.

### New Members

July 1st – September 30th 2020

#### Friend

James Hill

#### Organizational

Millersville University

#### Household

Mario Bottion  
R. Guy Erwin  
Beatrice Segal  
Jessica Lucas  
Derick Shaffer  
Mary E. Wagner

#### Individual

Suzanne Bedalamenti  
Rebecca Bell  
Sarah Danser  
John William Dickey  
Shanelle Griffin  
Lisa Larsson  
Wendy Leap  
Robert Strand

#### Student/Seniors

Ellen Hagan  
Brian Rivest  
Robert Rovinsky  
Lorraine Wilson

### In Memoriam

ASHM lost some very special members in the last few months. We send our condolences to their friends and family.

Vicki Cassman  
Kenda Lundgren  
Dr. Charles Mode  
Wilbert O. Springer III

### Annual Giving and Contributions

July 1st – September 30th 2020

#### Vasa

Ulla Martz – *In memory of Anna-Mari Martz*

#### Gold

W. Robert & Judith A. Lang

#### Bronze

ASHM Auxiliary – *In memory of Wayne Brown*  
William & Tracey Beck  
Ken & Kerstin Cook  
*In memory of Wayne Brown*  
William Eaton – *In memory of Sue Nelson*  
Julie Jurash  
Kristina and John O'Doherty  
*In memory of Wayne Brown and Wilbert Springer*  
Carl D. & Sandra D. Rapp  
Kjerstin & Dominic Sama  
*In memory of Wayne Brown*  
Margaretha Talerman  
*In memory of Wayne Brown*  
James & Sophia Walker

#### Friend

Anonymous  
Christer & Patricia Baeckstrom  
Marianne Baeckstrom  
Jorgen Flood  
Maj-Britt & Robert Lautman  
ASHM Midsommarklubben  
*In memory of Wayne Brown*

## ASHM Staff Updates



### Rachel Kiskaddon: Education & PR Manager

We recently hired Rachel Kiskaddon as the new Education & Public Relations

Manager. Rachel started at ASHM in January of 2019 as our Education Outreach Intern and later became a Weekend Manager. This past January, Rachel got more involved at ASHM as an Education Assistant, running our monthly Toddler Time and Pre-K outreach program. My 1st Museum, and working as the Membership Assistant after Caroline's departure. Rachel completed her MA in Museum Education at the University of the Arts and graduated in May 2020. Prior to working at ASHM she

worked in education at the Philadelphia Museum of Art and the Academy of Natural Sciences. In her new role Rachel hopes to expand our education offerings, adding new virtual options and build further awareness of ASHM through new marketing strategies. Join us in welcoming Rachel in her in new full-time role at ASHM.



### Elin Jeantet: Membership & Visitor Services Assistant

At just eighteen years of age, Elin took her first trip across the Atlantic

from Denmark to the United States. The two-week vacation turned into a five month stay. Two years later she married and settled down in the Philadelphia area and has been so fortunate to call both places home. With her husband, two sons, and two grandchildren she has travelled back to Denmark often and to the other Scandinavian countries.

For the past 30 years Elin has been in the travel business as a travel advisor. Having traveled extensively abroad and within the US she shares her experiences with clients. The Scandinavian community has been a huge part of her life. Elin is a member and officer in multiple organizations, allowing her to enjoy creating and participating in events. Elin said, "it is important for me to be able to celebrate and preserve my heritage while sharing the Scandinavian culture, art, and cuisine with others." Elin is extremely excited to continue this path as a new team member working for the American Swedish Historical Museum. Elin Jeantet has been hired as our new part-time Membership & Visitor Services Assistant. She will be helping visitors during the week days and taking over membership communications. Join us in welcoming Elin to the ASHM community.



## Gift Membership Form

### Gift Recipient

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

\$35  \$30: Senior/Student       \$75: Organizational       \$500: Patron

\$50  \$45: Individual       \$125: Friend       \$1,000: Key Contributor

\$65  \$55: Household       \$250: Sustaining       \$2,500: Life

Make check payable to ASHM or Charge my: VISA | MasterCard | Discover

Account # \_\_\_\_\_

Exp Date \_\_\_\_\_ Sec. Code \_\_\_\_\_ Zip \_\_\_\_\_

From: \_\_\_\_\_

Message: \_\_\_\_\_

*The official registration and financial information of ASHM may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.*

*Your membership contribution to the American Swedish Historical Museum is tax deductible to the extent allowed by law.*

- Among the benefits of membership are:**
- free admission to the Museum and library
  - use of the ASHM Swedish Film Library borrowing system
  - guest passes
  - subscription to the newsletter
  - 10% discount in the Museum Store
  - discounts on admission to most events, workshops and Swedish language classes

For more information, please call **215-389-1776**.

**Please print all information as you wish it to appear on the membership mailings.**

Return this form to:  
 American Swedish Historical Museum  
 Attn: Membership  
 1900 Pattison Avenue  
 Philadelphia, PA 19145-5901

Please detach here and return.

## Education Outreach: Connecting with Our Philly Neighbors

During this time of COVID we have missed having families and school groups in the museum. However, through two outreach programs we have been able to share Scandinavian culture with 600 children in Philadelphia. This summer we worked with Philadelphia Playstreets, a program run by the Philadelphia Parks & Recreation that closes designated streets to traffic so that kids have a safe place to play when school is out. ASHM served our neighbors in Grey's Ferry by providing Viking rune stone activity kits and gave short lessons on Viking history.



Playstreets program in Philadelphia



This fall we are participating in CraftNOW Create, part of the CraftNOW

Symposium, that celebrates local craft artists. For this program we have made 500 tomte craft kits that will be given out to families all over Philadelphia.

Both outreach programs and craft kits were free for participants and we included a free admission pass for families to come visit the museum. We are glad to connect with our neighbors in this difficult time and share Scandinavian culture with Philadelphia families.

## It's beginning to look a lot like Christmas

Want to avoid the holiday rush? Start your Christmas shopping at the ASHM gift shop now! Come in any day Tuesday- Sunday to browse. Know what you're looking for? Give us a call and place your order. We can ship it to you or prepare it for curbside pick-up. Or join us for our video shopping day on Nov 19th. How ever you choose to shop, your purchases support the museum!



The store is stocked with a great selection of kitchen towels including Eklund, Almedahls, Lapuan Kankurit, and new towels with contemporary designs. We currently have a large selection of Sagaform products, including an acacia wood cheeseboard with gilded stainless steel cheese knives in a gift box. Looking for edible gifts? How about a jar mix for Limpa bread, Pepparkaka, Kardemmumma cake, or Kladdkaka, from Swedish Sweets and More.

Of course, it's time to purchase your 2021 calendars—we have Splendor of Sweden, Carl Larsson and Sverigeanmanacken in 2 sizes. We have contemporary and traditional Christmas cards in stock too! For kids we have toys by Plus Plus and Brio and beautiful soft stuffed dalahorses.

New this year are facemasks handmade by a museum member inspired by the national Swedish folk costume or a reusable cloth bag with the ASHM logo and building! We have something for everyone on your list. Happy Shopping!