



## Franklin Auditorium building

2108 Washington Avenue North

Gustav Fonandern (1880-1960) was a Swedish architect and singer, who spent considerable time in the United States during the 1920s. Lydia Hedberg (1878-1964) was a Swedish singer, whose stage name was "Bergslagsmor" (Mother of the Mining District). She made three extended tours of the United States between 1921 and 1925.

The Franklin Auditorium was located in a production facility of the Franklin Cooperative Creamery Association in North Minneapolis. Fonandern and Hedberg performed at the venue during their American tours.

### WIKIPEDIA ARTICLES

[https://en.wikipedia.org/wiki/Gustav\\_Fonandern](https://en.wikipedia.org/wiki/Gustav_Fonandern)

[https://en.wikipedia.org/wiki/Lydia\\_Hedberg](https://en.wikipedia.org/wiki/Lydia_Hedberg)

### INTERNET ARCHIVE

<https://archive.org/details/SwedishArtistsOnTour>



# GUSTAV FONANDERN

med ett flertal medverkande, med ett nytt  
omväxlande och underhållande program gifver

## Svensk Sång-Afton

### Minneapolis

Franklin Auditorium  
2108 Washington Ave. N.  
Lördag d. 15 Mars kl. 8

### Sandstone

Fredag d. 14 Mars kl. 8  
e. m.

### St. Paul

Woodman Hall  
1000 Payne Ave.  
Söndagen d. 16 mars kl. 8 e.m.

### Duluth, Minn.

Woodman Hall  
21st Ave. W. & 1st St.  
Fredag d. 21 Mars kl. 8.

### Ironwood, Mich.

Lördag d. 22 Mars kl. 8  
e. m.

### DANS anordnas efter programmet.

Biljetter i förköp (med skatt) i Peterson's Drugstore, Seven Corners,  
Backdahls Drugstore, 313 Wash. Ave. So., Lonerger Drugstore, cor.  
Washington Ave. N. & Broadway, samt vid ingången.



Hör de sista nyheterna i sånger af Mr. Fonandern som utkomma inom kort å Odeon-Records.  
Fråga närmaste Odeon-försäljare.

Vissångaren Gustav Fonandern kunde glädja sig åt ett mycket godt hus vid den konsert, som han i lördags kväll gaf i Franklin Auditorium. Och det var en synnerligen tacksam publik, han sjöng för, om man får döma af skrattet och de kraftiga applåderna. Fonandern är en man, som förstår att roa: han är med ett ord underhållande. Man kunde i lördags konstatera, att han ännu mera utvecklats sedan han sist besökte Minneapolis. Han hade också denna gång valt ett mera tilltalande program än då vi sist hörde honom. Bland de komiska numren på programmet blef kanske "Tänk de' tycker nästan alla" bäst utförd, både hvad sång och mimik beträffar. Dragspelslåtarna föredrogos med särskild schwung och refrängvisorna uppskattades tydligt nog af publiken. Men Fonandern är äfven seriös sångare. Han besitter en ganska vacker och klangfull röst, som gjorde sig särskildt väl i den finländska "Båglandets vackra Maja." Som historieberättare var artisten icke så lyckad. Det var intet fel med historierna, men de kunde ha framförts bättre. Fru Fonandern uppträdde äfven på programmet med några visor, men var hon tydligen förkyld eller på annat sätt indisponerad denna kväll. Ackompanjemanget sköttes på ett förträffligt sätt af en ung man vid namn Olson, som nyligen kommit från Sverige och nu följer med mr. Fonandern på dennes turné genom landet.

## Franklin Auditorium Concert

Ballad singer Gustav Fonandern must have been pleased with the excellent house at his concert on Saturday evening at Franklin Auditorium. And it was a highly appreciative audience that he sang for, judging by the laughter and hearty applause. Fonandern is a man, who knows how to enjoy himself. He is — in a word — entertaining. One could tell on Saturday that he had developed as a performer since he last visited Minneapolis. And this time he also had a more appealing program than when we previously heard him. Among the comic numbers the best was perhaps “Det Tycker Nästan Alla” (Nearly Everyone Thinks That), both in what was sung and what his facial expressions conveyed. The accordion pieces were played with uncommon verve, and the vocal numbers were unmistakably enjoyed by those present. But Fonandern is also a serious singer. He possesses a very resonant voice, which he employed particularly well on the Finnish “Båklandets Vackra Maja” (Pretty May Of The Backwoods Country). As a storyteller the artist was not as successful. There was nothing wrong with the stories, but they could have been told more effectively. Mrs. Fonandern performed a few songs as well but apparently had a cold or was otherwise indisposed on this occasion. The accompaniment was handled splendidly by a young man named Olson, who had recently arrived from Sweden and joined Mr. Fonandern on his current national tour.

*Svenska Amerikanska Posten* 03-19-24



**Bergslagsmor, alias fru Lydia Hedberg från Falun, Dalarna, har startat sin tredje konsertturné rundt Staterna och är att förvänta till Minneapolis den 22 mrs, då hon på eftermiddagen kl. 3 låter höra sig i Gustaf Adolfs Auditorium, 17th ave. och East Lake st., och kl. 8 på kvällen i Franklin Creamery Auditorium, 2108 Washington ave. N. Då dessa konserter bli de enda under fru Hedbergs uppehåll i Minneapolis, uppmana vi enhvar att taga tillfället i akt. Det blir dans efter programmet. Biljetter a 50 cents tillhandahållas utan köpsförhöjning i Petersons Drug store vid Seven Corner.**

Bergslagsmor (Mrs. Lydia Hedberg) from Falun, Dalarna has started her third concert tour of the States and is expected in Minneapolis on March 22nd. She will perform at 3 PM at Gustavus Adolphus Hall and at 8 PM in the Franklin Creamery Auditorium. Since these will be the only concerts during her stay, we strongly recommend that you act now. There will be a dance after the program. Tickets are 50 cents unless purchased in advance at Peterson's Drug Store on Seven Corners.



Peterson's Drug Store  
1501 Washington Avenue South

Advance tickets for the Fonandern and Hedberg concerts could be purchased at Peterson's Drug Store on Seven Corners.

J. O. Peterson received his early education in the public schools of his native land, and was confirmed in the Lutheran church. In 1880, when he was fifteen years of age, he emigrated to the United States and located at Prophetstown, Illinois, where for about six months he worked at various things as he found an opening. He secured employment in the drug store of Dr. R. E. Barnes, who subsequently removed to Orion, Illinois, Mr. Peterson going with him. He worked for Dr. Barnes a few years, meanwhile attending the public and high school of that town as opportunity offered. In the spring of 1884 Dr. Barnes sold his interest and Mr. Peterson then removed to Minneapolis, where four years later he graduated from the Minnesota Institute of Pharmacy. Soon after he opened a drug store on his own account, at Seven Corners; beginning on a small scale, he has increased his business as time went on, and at present is proprietor of one of the largest stores in this line kept by a Scandinavian in the state. His integrity and probity are well known, and he has a large circle of friends. He has taken thirty-two degrees in Masonry, being a Shriner, and is also affiliated with several other societies. He and his family attend St. John's Lutheran church. In 1900 Mr. Peterson sent for his parents and purchased for them a home at Spring Lake, Minnesota, where his mother still resides; his father died in 1904.

Mr. Peterson married, in 1889, Mary Anderson, who was born at Wislanda, Sweden, November 11, 1865, and came to Minneapolis in childhood. They are parents of nine children, namely: Hugo, born January 15, 1890, expects to become an analytical chemist, has passed examination for assistant pharmacist, and is now studying this branch at the University of Minnesota; Rudolph Washington, born July 4, 1892; Verner, born June 3, 1894, and Helen, Edna, James Otis, Paul, Irene and Kenneth. Mr. Peterson's drug store is located at 1501-3 Washington avenue, South, on very valuable property, owned by him, and his residence is 1921 Elliott avenue.

*A history of the Swedish-Americans of Minnesota*, edited by Algot E. Strand, (Chicago, IL: Lewis Publishing, 1910)