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## W.D. Hoard's Admiration for Abraham Lincoln

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*W.D. Hoard wrote his unpublished autobiography in 1911-1912. The manuscript is beautifully written. This isn't surprising given that Hoard was an articulate writer who published the Jefferson County Union and Hoard's Dairyman. Both his eloquence and admiration for Lincoln are unmistakable. Below is a transcript from his autobiography where he wrote about the two occasions he heard Lincoln speak.*

*On Saturday, October 8, the Museum will be celebrating Hoard's birthday (October 10, 1836) at our annual Gov. Hoard and Civil War Day. We recognize these two separate events on the same day because the Civil War had a tremendous impact on Hoard's life – through his admiration of Lincoln and his participation in the war he believed in (so much so he enlisted twice). We hope you will be able to attend Gov. Hoard and Civil War Day! Look for more information about the event inside.*

*– Dana Bertelsen, Assistant Director*

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In 1858, I was very much roused by the contest going on in Illinois between Stephen Douglas and Abraham Lincoln. The papers gave notice that they were to hold a joint debate at Freeport and I rode a horse [over 100 miles] from Dodge County to Freeport to listen to these two men who proved to be among the great political giants of this nation. Douglas was a very short, stout, thickset man, called the Little Giant of Illinois. Lincoln, six feet four inches in height, was a most marked contrast to his opponent. I thought when Lincoln rose to speak that I had never seen so awkward an assemblage of humanity as he appeared to be for the first few minutes of his speech, but very soon his great mind so completely saturated his entire physical being as he commenced to walk back and forth on the platform that I did not discover a single awkward gesture or a single motion of body out of place.

It was a wonderful speech. I was very much impressed with the oratorical art and sagacity which marked Lincoln's handling of his crowd. He evidently understood [the speech] would become wearisome to the average agricultural mind unless relieved in some way. So when in the midst of the closest reasoning, he would suddenly stop, catch sight of some old farmer that he knew, and would call out to him, adopting the vernacular, "Aint that so, Tom?" and the answer would come back, "You are mighty right, Abe." And then he would go on with his argument, when again he would stop and call out to some friend, "How is that,



Bill?" and back would come the response, "It's as true as you live, Abe." It was this peculiar touch with his audience that held them to his reasoning, to his conclusions, to his beliefs, and to the sound and sole purport of his speech.

I remember I was a little over a day and a half riding from Dodge County to Freeport, but I was over two days and a half returning, walking my horse most of the way, revolving the utterances of that great speech in my mind, which seemed to me to be in its mighty vision, a great political prophecy which forecast the tremendous struggle that followed.

Lincoln had a wonderful command over the average Illinois audience. His clean sense of humor, his fondness for a story for illustration, gave him a large advantage over his opponent.

In 1859, I again heard Lincoln speak at the State Fair in Milwaukee. The fame which came to him for having so successfully contended against the greatest political orator of the nation, Stephen A. Douglas, was evidently at the bottom of the invitation which was extended to him to speak at the Milwaukee State Fair. Mr. Lincoln's speech made a very profound impression on me. There was no politics in it, but there was a very profound prophecy concerning the future developments of agricultural thought and practice.

Immediately after speaking in Milwaukee, Lincoln delivered a political address at



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Note: The photographs are of Abraham Lincoln (bottom left) in 1859 and W.D. Hoard (top right) in the 1860s.

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401 Whitewater Avenue  
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 fax 920-568-3203  
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## Merrilee's Musings

By Merrilee Lee, Museum Director



Hello All!

I hope that the summer has been treating you all well. Here at the Museum, the summer is progressing nicely and just as we planned. **Both Dairy Day at the "Moo"seum and our annual 4<sup>th</sup> of July Ice Cream Social** were successful and the hundreds of people who **attended each had a "moo"velous good time. (Sorry, I rarely resist the urge for a pun, good or otherwise!)** Our Roger and Sandra Anderson peonies were predictably stunning. The Foster House has been open the 1<sup>st</sup> Saturday of each month and visitors have been **enjoying the opportunity to visit this Fort Atkinson landmark. We've had guest speakers share Wisconsin bicycling history and I've led both walking and biking tours around town. This summer we've greeted foreign exchange students, local preschools, senior groups, homeschooling families, families of all ages and folks just "passin' through."** So if I had to sum up our summer in one word, it would be *"busy,"* although *"fun"* would be a very close second. **If you're wondering what you might have missed or what's coming up, there's more information on past and future events in the remainder of this newsletter.**

**How can we do all that we do? That answer is easy. It's because of you and your ongoing support of the Museum. Your annual memberships fund the museum's programming and exhibits. Each year when you renew your membership or purchase a gift membership for a friend or family member, you help ensure that we will be able to continue what we do here at the Museum. From all of us, thank you very much! We definitely hope that you recognize the value of your membership as much as we do!**

Be certain to stop by our museum and see what you help to support!

Thank you!

*Merrilee*

## Recent Acquisitions to the Museum

The Hoard Museum is an actively collecting museum, meaning that we are continuously adding to our collection. If you have been to the Museum this summer, you may have checked out our Recent Acquisitions Exhibit near the front entrance. The artifacts displayed are all new additions to our collection.

The Museum collects original, significant, and irreplaceable objects that document and tell the history and cultural heritage of the Fort Atkinson area from prehistoric times to the present. This includes three-dimensional objects such as tools, household items, and clothing, as well as photographs and paper documents such as letters, diaries, and business records.

Take a look at a few of our recent acquisitions!



Artifacts left to right: Healthway Dairy Metal Milk Box, Watercolor painting by Mary Hoard, Bettersox Knitting Mills Hosiery (Arthur Hoard, W.D. Hoard's son, founded the company in 1908).

If you are interested in donating an artifact to the Museum, contact Merrilee Lee by calling the Museum at (920) 563-7769 or by e-mailing [mlee@hoardmuseum.org](mailto:mlee@hoardmuseum.org).

### Volunteer Spotlight

There is a new addition to the Hoard Museum grounds! This summer, Steve Zimmerman designed and built a compost bin for our grounds. It has a white picketed frame that matches the existing fence and is located in the back yard between the Foster House and outhouse. The compost bin is a tool for gardeners that will help with garden waste. For supplies, Steve partnered with our local Habitat for Humanity ReStore to be environmentally friendly and to stay under budget. We are very thankful to Steve for his time, energy, and commitment to the Museum!

The Jefferson County Master Gardeners oversee the maintenance of the Museum's five gardens: the Roger and Sandra Anderson Peony Garden, the Foster House Herb Garden, the Fence Garden, the Entry Garden, and the Native Plants Rain Garden.

If you are interested in volunteering at the Museum, contact our Volunteer Coordinator, Tammy Doellstedt, by calling (920) 563-7769, or e-mail [tammy@hoardmuseum.org](mailto:tammy@hoardmuseum.org).



(Continue from page 1)

Beloit and [was persuaded to deliver an address in Janesville]. The trip from Beloit to Janesville was made by train and Mr. A.A. Jackson [a Janesville lawyer], informed me several years ago that Lincoln recognized very distinctly the various points skirting the river over which he marched as a member of General Atkinson's military command on their way to Fort Atkinson in the summer of 1832 during the Black Hawk War. Lincoln remained here until it was found that Black Hawk had evaded General Atkinson's army at the place called Burnt Village, near the Cold Spring bridge on the road from Cold Spring to Jefferson where part of Atkinson's command was encamped. It is related of Lincoln that someone stole his horse and he was obliged to go on foot to Bloomington, his home being at Springfield, Illinois.

It is somewhat remarkable that the two greatest actors in the greatest drama that our nation, or any other, ever saw were Abraham Lincoln and Jefferson Davis, and both were engaged in the Black Hawk War. Jefferson Davis belonged to the regular army stationed at Prairie du Chien. Lincoln was a humble member of the Illinois militia, and both finally became the head of two mighty contending sections in the Civil War. The summer of 1860 witnessed the Lincoln campaign and I was one of his most enthusiastic followers. I remember that Stephen A. Douglas who made, I believe, the first railroad canvass as a presidential candidate in the history of the country, passed through Jefferson and the train stopped long enough for him to make a ten-minute speech from the rear of the car. ... A very zealous democrat was carrying a transparency on which was painted in rude travesty, a pair of boots and underneath the words "Abraham Lincoln stole boots," referring to some campaign story to that effect. Mr. Douglas saw it and turning to the man who bore it, said in my hearing, "Put that thing down, it is a lie. I know Abraham Lincoln and he never stole boots nor anything else in all his life. It is a shame to have such things called 'politics'." I believe that Douglas' rebuke did very much to humanize and civilize political methods in this country thereafter. At least, democrats and republicans have always got along harmoniously, respectful of each other's opinions as they should be. ...

## Fort Atkinson Walking Tours

On Saturday, July 23, Museum Director Merrilee Lee led the first of four Historic Fort Atkinson Walking Tours. Each excursion explores a different aspect of life in Fort Atkinson, with the first outing exploring the dynamic business history of Fort Atkinson. Over the course of the morning Merrilee squired 10 individuals around downtown.

The last two tours are scheduled for September 24 and October 15. The walks begin on the hour and last approximately 30-40 minutes. Participants should be prepared to walk roughly one mile over paved surfaces. Tours begin and end at the Fort Farmer's Market information table. No reservations are required; donations to the Museum are appreciated.



Museum Director Merrilee Lee is bringing history to the people! The historic tour starts at the Farmers Market.

## Concert on the Lawn



Mark your calendars for Saturday, September 3! The Krause Family Band from Madison will be **performing in the Museum's back yard at 3 p.m.** The Krause Family Band features folk/Americana/gospel music performed by Rick and his adult daughters Katie and Ruthie.

Popcorn and nachos will be available by donation. Bring your lawn chair and blanket to enjoy the Museum grounds and music!

Pets welcome!

## What we've been up to...

### First Concert on the Lawn

The BriarPickers from Madison performed at our first Concert on the Lawn of 2016 on May 21. The foursome **entertained a crowd of nearly 100 on a perfect summer day. People were delighted by the band's blend of Appalachian bluegrass and old-time music with a contemporary twist.** Thank you to our event sponsors: Bungalow Pros, Fort Community Credit Union, and Tall Guy Productions, and to our Business Patrons for sponsoring this event: Behling, Jasper & Selberg, LLC; Daley Painting & Decorating, Inc.; Fort Real Estate Co, LLC; Jones Dairy Farm; Havill Dealership; and W.D. Hoard & Sons.

### Dairy Day at the "Moo"seum

**Our second annual Dairy Day at the "Moo"seum on June 11 was a success!** This event was attended by more than 500 people attended to admire and interact with all seven milking breeds. Dietitian Lisa Ashwell from Fort Healthcare, authors Patty Mead-Smith and Dwayne Young, Crave Brothers Cheese, and dairy industry representatives shared dairy samples, information, and activities that were enjoyed by all. The event concluded **with a cow parade in the Museum's back yard, with Cierra Ehrke-Essock sharing fun facts about each breed.** Thank



you to our event sponsors: Dettman Family Farms; Jefferson County Dairy Promotion; United Cooperative Propane; and VitaPlus, and to our Business Patrons for sponsoring this event: Beauty & the Bean; Fireside Dinner Theatre; Jones Dairy Farm; and W.D. Hoard & Sons.

### Foster House Open

**This season many visitors have toured the Museum's 1841 Foster House. Several guests were Jefferson County natives and enjoyed the opportunity to tour the house. If you haven't visited the Foster House yet, there's still time! Stop by on September 3 to walk through the house with a trained museum volunteer.**

### Ice Cream Social

The Museum celebrated Independence Day with our Annual Fourth of July Ice Cream Social. In three hours the Museum scooped more than 800 bowls of ice cream. People came for the ice cream and stayed for the entertainment. This year, Jesse and Angela of the Madpole Cats provided the music and the Museum volunteers led games, crafts, and face painting. Thank you very much to our event sponsors: Abendroth Water Conditioning; Frostie Freeze; and Premier Bank, and to our Business Patrons for sponsoring this event: Abendroth Water Conditioning; Badger Bank; Behling, Jasper & Selberg, LLC; Bungalow Pros; Business and Tax Systems, LLC; Daley Painting & Decorating; Day Insurance; Fireside Dinner Theatre; Fort Community Credit Union; Havill Dealership; Johnson Bank; Jones Dairy Farm; Maas Brothers Construction; Premier Bank; Tall Guy Productions; Tuttle's Pharmacy; and W.D. Hoard & Sons.



### Bike Fort Atkinson

Bike to the Library Week was June 20-25 and the Museum participated with a Fort Atkinson Bicycle Tour. Museum Director Merrilee Lee met 11 cyclists at the Municipal Building and, over the course of an hour tour, guided them to significant sites throughout town. The cyclists gave rave reviews and another bike tour is scheduled for this fall. Stay tuned!



## Museum Fall Atrium Display

Written by Dr. David Selner, Executive Director of the National Dairy Shrine



Every year the National Dairy Shrine develops a unique historical display for the Museum atrium area. Each fall, visitors to the Hoard Museum will find a new National Dairy Shrine display featuring dairy topics with interesting historical information along with photos to view. The exhibit this fall highlights the 100<sup>th</sup> Anniversary of the National Intercollegiate Dairy Cattle Judging contest. The first National Collegiate contest was held in 1916. Except for a few years during the World Wars it has been held annually.

This unique competition has four-person teams of college students that compete in the evaluation of the physical form of dairy cattle. Each student places several classes of four animals in their order of correct confirmation in a 15-minute time frame. Later they have to orally justify their preferred placing to official judges. These official judges also determine the final correct ranking of the animals in each class. The combined scores for the class placings and the oral reasons make up the total score for each individual and **team. The competition takes all day and the contestants have to handle the stress and remember each class's** talking points for their oral reasons.

This display will feature a timeline of the changes that have occurred as the contest has grown and developed. Information on the people who have served the contest for many years is on display as well as information about the beautiful Schnering Trophy (on display in the National Dairy Shrine Museum) that is engraved with the winning colleges names. I am sure you will enjoy seeing the winners from 90+ years ago versus the winning individuals or teams from last year. The National Dairy Cattle Judging contest is very popular with students because it is a true test of dairy knowledge, deductive reasoning, effective speaking ability, time **management and the skill to think on one's feet in front of strangers. Many participants in this contest have** gone on to illustrious careers in teaching, politics, research, marketing, communications, as well as careers in the dairy industry.

Dolls and Teddy Bears  
get in free!



### "Par-tea at Two" Fundraiser

The Hoard Museum is hosting a tea party on Sunday, September 18 from 2–4 pm. Come learn about proper tea etiquette and enjoy a fun and fancy afternoon, complete with a three-course tea. Feel free to bring your doll or teddy bear! Gail Christiansen of GC Millinery will be on site to present proper tea party attire and etiquette.

Tickets are \$15 per person and not available at the door. Call the Museum for more information and to purchase your tickets.

*Member Perk! For members of the Museum, tickets are \$12 per person for up to 3 tickets!*

## Upcoming Events at the Hoard Museum

### Civil War and Gov. Hoard Day

Join us on Saturday, October 8 for our Civil War and Gov. Hoard Day! **The Museum is honoring the anniversary of W.D. Hoard's 180<sup>th</sup> birthday** with a celebration of his life and involvement in the Civil War. Museum Director Merrilee Lee will give a talk about Governor Hoard, his personal and professional accomplishments, and his military career.

The days events will include a professional Abraham Lincoln interpreter that will be giving two presentations during the day, Civil war reenactors on site, and a program featuring Civil War letters from our collection.

**Abe will also be hosting "Lunch with Lincoln," which includes lunch boxes catered by the Steel Away Café and quality time with our 16<sup>th</sup> President. Tickets for "Lunch with Lincoln" are \$15 per person. Call the Museum to purchase your tickets!**

***Museum Perk! "Lunch with Lincoln" Tickets are \$12 for Members!***

Come spend the day exploring the events and experiences of the Civil War!



Donations accepted.  
Free event!

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### Saturday Morning Scholars

On Saturday, September 24 at 11 a.m., Dr. Sissel Schroeder will report on the archeology dig at Aztalan State Park that occurred this summer. Dr. Schroeder is a UW-Madison anthropology professor leading the multi-part excavation with a team of undergraduate and graduate students. **The team's mission is to understand the daily life of the people of Aztalan.** Aztalan was built by Mississippian migrants from the large Native American community of Cahokia (near present day St. Louis). **Learn more about archaeology and the history of Wisconsin's native peoples!**

Saturday Morning Scholars programs are family friendly and all ages are welcome to attend. Saturday Morning Scholars is a FREE program.



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### Garden Education Seminar

Join us for the "End of the Season Tea" Garden Education Seminar on Saturday, September 24 from 9 a.m. - 12:30 p.m.! Have you ever wondered what you should be doing with your gardens – flower or vegetable – as the growing season ends? Wonder no more! The Jefferson County Master Gardeners will review best gardening practices. The Seminar will cover:



Garden Cleanup – what to leave standing, what to cut back, and why

Composting – **what's the science, how to do it, and why**

Drying - herbs and cuttings

Seed collecting – flowers and veggies

Bulbs – plan ahead for your spring garden – what you should be doing now

Food sampling – using the last fruits of your garden

Museum Garden Walk – tour the museum grounds with the Master Gardeners and learn how they put our gardens to bed

This seminar is free, but please call or email us to register by Tuesday, September 20.



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Upcoming Events at the Hoard Museum:

- September 3: ♦ Foster House Open for Tours, 10 a.m.-12 p.m.
- ♦ Concert on the Lawn featuring the *Krause Family Band*, 3 p.m.
- September 7: ♦ RSVP due for Annual Volunteer Recognition Reception
- September 9: ♦ Morning @ the Museum Pre-K program, starts at 8:30 a.m.
- September 14: ♦ Annual Volunteer Recognition Reception 5:30-7 p.m.
- September 18: ♦ **"Par-tea at Two" Fundraiser**, *Call the Museum to purchase tickets!*
- September 24: ♦ Walking tour at the Farmers Market, 8 a.m.-12 p.m. on the hour
- ♦ **"End of the Season Tea" Garden Education Seminar, 9-12:30**, *Call to reserve your spot!*
- ♦ Field Reports from the Aztalan Dig, Saturday Morning Scholars, 11 a.m.
- October 7: ♦ Morning @ the Museum Pre-K Program, starts at 8:30 a.m.
- October 8: ♦ Gov. Hoard and Civil War Day, *all day! \*Appearance by Abe Lincoln!*
- October 15: ♦ Walking tour at the Farmers Market, 8 a.m.-12 p.m. on the hour
- October 22: ♦ **"Shade Gardening" Garden Education Program, 2 p.m.**

Questions? Contact the Hoard Historical Museum by calling (920) 563-7769 or emailing [info@hoardmuseum.org](mailto:info@hoardmuseum.org)