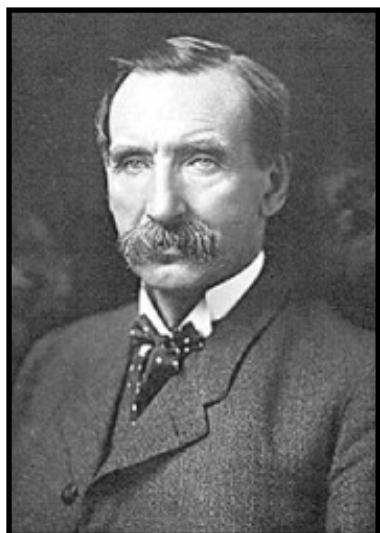


W.D. Hoard and Booker T. Washington: A Professional Friendship



W.D. Hoard

The Hoard Historical Museum is named after the Hoard family of Fort Atkinson. Who were the Hoards and why were they special? The Hoard family's story in Fort Atkinson started when William Dempster (W.D.) Hoard and his wife, Agnes Elizabeth Bragg Hoard, moved to the community from Lake Mills, bringing with him his weekly paper, the Jefferson County Union

with the first Fort-based edition published in 1873.

W.D. and Agnes had three sons—Halbert, Arthur, and Frank. As adults, their sons lived near each other on Merchants Avenue in Fort Atkinson. The youngest, Frank, lived at 407 Merchants Avenue with his wife, Luella, and their children, Shirley and Bill Jr. The family lived in the house from 1909-1956.

In 1956, Shirley and Bill Jr. sold their parents' house to the city of Fort Atkinson for \$1.00 to be used as a museum. In 1957, the Dwight Foster Historical Museum, which had been housed in the basement of the Dwight Foster Library from 1939-1956, moved into what is now the Hoard Historical Museum. The Museum was renamed the Hoard Historical Museum in honor of the Hoard family.

The Hoard family legacy began with W.D. Hoard. Not only was he a newspaper editor and publisher, but he also founded Hoard's Dairyman Magazine (which is still published in town), was a farmer, dairy advocate, and served as Wisconsin's 16th governor from January 7, 1889, to January 5, 1891.

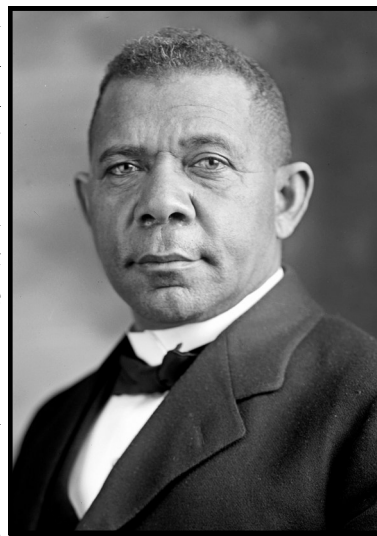
The Museum's Archives have records from W.D. Hoard's business, political, and personal files. There are additional documents about his wife, their sons,

grandson Bill Hoard Jr., and Bill Jr.'s wife, Mary Cunningham Hoard. There are family scrapbooks, photo albums, reports, and personal and professional correspondence. The collection is a treasure trove of information about Fort Atkinson life, the history of the Hoard Museum, W.D. Hoard's views on many issues and letters from his years as publisher of the Jefferson County Union and Hoard's Dairyman Magazine.

Museum volunteer Clare Nelson, who is a Fort Atkinson native and senior at St. Olaf College in Northfield, MN, has worked in the Archive this summer to organize and create a finding aid for the Museum's W. D. Hoard papers.

While going through the records, Clare discovered a file containing W.D. Hoard's correspondence with Booker T. Washington. Washington was the founder and principal of the Tuskegee Normal School for Colored Teachers (now Tuskegee Institute) in Tuskegee, AL. Students attending the school were able to work for their room and board, but many did not have the funds for tuition. According to records in the Museum's Archive, W.D. Hoard gave several donations to the school.

Hoard supported Booker T. Washington's efforts. In 1901, he wrote an editorial in the Hoard's Dairyman that encouraged African American men in the dairy industry and praised Washington's controversial dinner with President Theodore Roosevelt in the White House. Unfortunately, the Museum does not have a copy of the article, but the following letter is Washington's response to W.D. Hoard:



Booker T. Washington

401 Whitewater Avenue
 Fort Atkinson, WI 53538
 920-563-7769
 fax 920-568-3203

www.hoardmuseum.org
 www.facebook.com/hoardmuseum
 Hours: Tuesday – Saturday
 9:30 a.m. – 4:30 p.m.
 Closed Sundays & Mondays

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Merrilee's Musings

By Merrilee Lee, Museum Director



What is community? Recent events have made me ponder what it really means. Merriam Webster's Dictionary defines a community as a "unified body of individuals such as people with common interests living in a particular area." While this is the technical definition, it doesn't feel complete. Yes, a community exists in a geographic area, but a community is so much more than that. A physical community like City of Fort Atkinson is made up of many smaller unofficial communities that exist simultaneously.

Here at the Museum, we interact with members of the academic community, the homeschooling community, the farming community, the social organizations community, the religious community, the "New-to-Town" community, the art community, the volunteer community, the young family community, and the English as a Second Language community, just to name a few.

I could list our sub-communities for the rest of this newsletter but my point would be the same: we all exist in multiple groups in the same physical community. The Hoard Historical Museum has the unique opportunity to interact with multiple sub-communities that exist within the geographic boundaries of Fort Atkinson and Jefferson County. This edition of the newsletter is full of our community's sub-communities: information on W.D. Hoard for the dairy farming and Fort Atkinson history buff communities; the upcoming Mornings @ the Museum preschool program for the young family community; garden programs for the green-thumb community; and the exhibit, "A Place to Call Home: Newcomers to Fort Atkinson 1836-2018" for all of us who call Fort Atkinson our home.

I am so glad that you are a member of our Museum community! I hope to see you at Fall Fest on October 21, our final Members-Only event of 2018 but if not, I hope to see you soon at OUR museum!

Merrilee

Recently, we have sadly lost several members of our community. Memorials were given to the Museum in honor of:

Laura Beane Bill Starke G. Dixon Telfer Bette Ward

Recent Events at the Museum

☞ Dairy Day at the MOOseum ☞

Our fourth annual Dairy Day at the MOOseum was another success! The highlights included the cow parade featuring the seven milking breeds of cows and a cooking talk with Inga Witscher from PBS's "Around the Farm Table." Inga talked about her life as a small dairy farmer, discussed the challenges and opportunities available for farmers, and made three dairy dips.

Thank you to our Event Sponsors: Foremost Farms and the Wisconsin Milk Marketing Board. Thank you to our Business Patrons: Beauty and the Bean, Fireside Theater, Fort Community Credit Union, Fort HealthCare, Goyer Ace Hardware, Jones Dairy Farm, Premier Bank, W & A Distribution Services, W.D. Hoard and Sons, and Wisconsin Packaging Corporation.



Inga mixing up dairy dips

☞ An Evening at the Foster House ☞

Last year, the Museum began to offer special Members-Only Days for members of the Fort Atkinson Historical Society, such as yourself. These interactive experiences offer members a fun and unique way to learn more about our regional history. The first program last year offered behind the scenes tours of the Museum collection spaces and Archives. This year, the first Members-Only Day was "An Evening at the Foster House." Although it was a warm evening, several members stopped by to have petticoat tails, a popular shortbread dessert during the late 18th and early 19th century.

The next Members-Only Day is "Fall Fest" on Sunday, October 21 from 1-3 p.m.

☞ A Place to Call Home Temporary Exhibit ☞

"A Place to Call Home: Newcomers to Fort Atkinson, 1836-2018" was initiated by Lori Compas, a volunteer English as a Second Language instructor with the Jefferson County Literacy Council. She was inspired by her students' stories and wanted to share their stories in a special exhibition. Compas interviewed and photographed current residents who moved to Fort Atkinson from other countries. These profiles were presented with profiles of early Fort Atkinson residents, including Thure Kumlien, Almira Foster, and others. The exhibit, which opened on Saturday, July 21, hosted more than 100 visitors, including many of the newcomers profiled in the exhibit.

During the special exhibition, visitors were able to comment anonymously on the questions "What do you love about Fort Atkinson?" and "When did your family move to Fort Atkinson? Why?" Here are some of the comments.

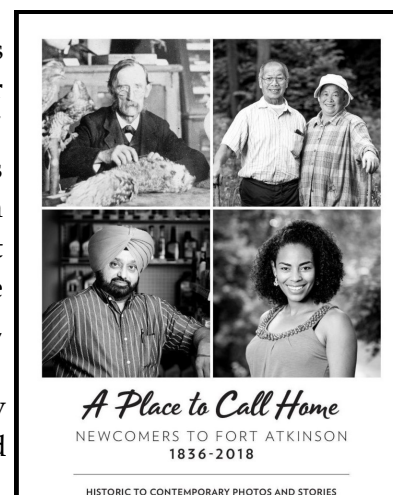
"I live on a farm between Fort and Whitewater. I've lived there my whole life, but my Nonno moved here from Italy in 1927. It was his dream his whole life to own a dairy farm!"

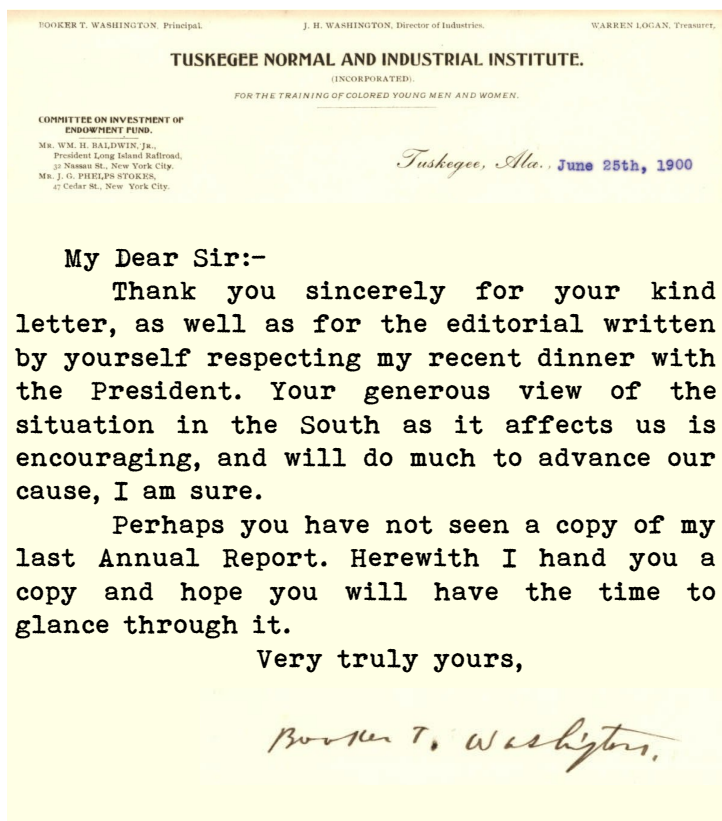
"[I moved here in] 2007. I grew up in the U.P. of Michigan and lived and worked in Illinois for almost 30 years. Moved to Fort Atkinson after I retired, looking for a slower, lower cost of life than I had near Chicago. Have never regretted the choice."

"2012 – We moved to be close to family that had moved here due to jobs. Since then my parents have moved here as well. This is now our hometown, despite all coming here as adults."

"[I love the] library, museum, 2 supermarkets plus Mexican grocery, and the hospital."

"A Place to Call Home" will be on exhibit through Saturday, September 14.





Clare's work with the Hoard family files began last summer. She researched and executed a long-term exhibit on the Frank and Luella Hoard House's transformation from a residence to what is now the Hoard Historical Museum. The Hoard House exhibit is located in the staircase of the Hoard House. Thank you, Clare, for all your help with the Hoard family!

The Museum will be celebrating W.D. Hoard in accordance with William D. Hoard Day on Saturday, October 13. The state holiday was established in 2009 with Act 327 of the Wisconsin Assembly. "October 10 is designated as William D. Hoard Day. Appropriate exercises and celebrations may be held on that day, William D. Hoard's birthday, to honor him and remember him as the 16th governor of Wisconsin and the leading promoter of the dairy industry through his weekly magazine, Hoard's Dairyman." Please join us on Saturday, October 13, from 10-4 to celebrate our favorite dairyman and Wisconsin governor!



Come learn more about W.D. Hoard and enjoy a slice of cake in honor of his birthday!

Oral History Project

As a way to fulfill our mission of preserving our history, the Museum is interested in recording the history of our citizens and events. There are currently two separate oral history projects under way.



This summer, volunteers Diane Abendroth and Joe Slaney have formed a committee to record new oral histories. Recently, Diane and Director Merrilee Lee met and interviewed centenarian Juanita Heinz. Additionally, museum volunteers started to transcribe cassettes recorded in the 1980s. Several cassettes of interviews and events have been transcribed and checked for accuracy. There are still many cassettes left to transcribe and review! Contact Tammy at the Museum if you are interested in helping with the transcription project. *Microsoft Word document skills are required.*

Annual Volunteer Reception

Sunday, September 9, 1-2:30 p.m.

Doors Open at 12:45 p.m. Awards at 2 p.m.

Each year, the Museum gives thanks to the 200+ volunteers who help at the Museum throughout the year at a party in the Museum to recognize their good works. In honor of the football season, and of the evening football game between the Packers and Bears in particular, our 2018 theme is "Tailgate with the Team." Bring a guest and enjoy a meal of your tailgate favorites, including yummy desserts, while we cheer on another year at the Museum.



Show your spirit by wearing your favorite team colors or attire. Not a sports fan? Come for the good food and great company!

Volunteers: Please RSVP to Tammy by calling the Office at (920) 563-7769 or e-mailing tammyd@hoardmuseum.org by Wednesday, September 5th.

Fort Atkinson Historic Preservation Commission



Call for New Volunteer Members:

Due to recent retirements, Fort Atkinson Historic Preservation Commission is looking for new members. Do you like old buildings? Are you a fan of noteworthy architecture? Interested in the history of the Native American mounds? Like working with property owners and the general public to help preserve the history of Fort Atkinson? If you answered yes to any of these questions and live within the city limits of Fort, we'd like you to join our commission! We meet once a month.

If interested, contact Julia Ince at incej@uww.edu.

Museum Ground Updates

The Master Gardeners of Jefferson County and Museum garden volunteers have been working hard to improve the Museum grounds. This year, they planted a baby Ginkgo tree by the Foster House and a Katsura Tree by the Jones Gallery. These trees are part of an effort to cultivate the next generation of big trees to join the Sycamore, Catalpa, and Oak trees we planted two years ago.

The front of the museum has been largely re-landscaped this year to improve the visibility of the front entrance to the Museum. Two unhealthy Maple trees were removed from the island between the parking lot and entry walk. The gardens near the front entrance were also improved. Six overgrown yews and a wagon full of hostas were removed from the sides of the walk between the benches and the door. Some hostas were also relocated to the front of the Hoard House while the remainder found new homes off site in other gardens. New shrubs and grasses were planted along the walkway, all of which should stay below 3 feet in height. Stop by and see the changes!



The Museum's front entrance with new shrubs and grasses.

We have ongoing maintenance projects, including weeding, in the various gardens.

If you are interested in working as a Garden Volunteer, contact Tammy,

Volunteer Coordinator, at tammyd@hoardmuseum.org or (920) 563-7769.

Please consider investing an hour or two to help keep up with the weeding.

Upcoming Events at the Hoard Museum

☞ Foster House Open for Tours ☛

First Saturday of the Month, May – October, 10 a.m. - 12 p.m.

This fall, the Foster House will be open on the first Saturday of September and October for tours. Come talk with a trained museum volunteer about the 1841 Foster House, the family who built it, and the early days of Fort Atkinson. Away on weekends? You can make an appointment to visit the Foster House by contacting the Museum office at (920) 563-7769.



☞ Walking and Biking Tours ☛

Walking Tour: Saturday, September 8: 8, 9, and 10 a.m.

Bike Tour: Saturday, October 6: 9 a.m.

For the past three summers, Museum Director Merrilee Lee and Assistant Director Dana Bertelsen have guided groups tours around the downtown business district and in the surrounding neighborhoods to explore the history of Fort Atkinson. Through these tours, hundreds of folks have gotten to experience Fort Atkinson history firsthand.

Although summer is winding down, there's still an opportunity to explore your local history! On Saturday, September 8, Dana will be guiding groups through downtown and the adjacent residential neighborhood. The tours are scheduled on the hour at 8, 9, and 10 a.m., and last approximately 30-40 minutes. Participants should be prepared to walk approximately one mile over paved surfaces. Tours begin and end at the Fort Farmers Market information table.



Join Merrilee on an hour-long bike tour around Fort Atkinson on Saturday, October 6, at 9 a.m. This tour begins at the Farmers Market and explores town from Janesville Avenue to Madison Avenue to Main Street. The tour will be on paved sidewalks and roads and suitable for most cyclists, young and old.

No reservations are required for walking and biking tours; donations to the Museum are appreciated.

☞ Fort Fiesta ☛

Saturday, September 15, 12-4 p.m.

The Museum will be participating at the second annual Fort Fall Fiesta in Jones Park! Stop by our booth to check out selected profiles from "A Place to Call Home: Newcomers to Fort Atkinson, 1836-2018." The library will host bilingual story times and you can enjoy food, salsa music, and games while there.

☞ Concert on the Lawn ☛

Saturday, September 22, 3-5 p.m.

Jill and the Jax are a local band that play Americana, Classic Country, Bluegrass and Folk. Bring your lawn chairs or blankets and enjoy the music on the Museum lawn. Nachos and lemonade will be available by donation.

Thank you to Fort Community Credit Union and Tall Guy Productions for sponsoring the concert. Thank you to our Business Patrons for sponsoring this event. Business patrons include: Ball Corporation, Blodgett Garden Center, Café Carpe, Jones Dairy Farm, Maas Brothers Construction, Tall Guy Productions, and W&A Distribution Services W.D. Hoard and Sons.



Upcoming Events at the Hoard Museum

☞ Care Tips for Fall – Garden Education Program ☛

Saturday, September 22, 2 - 3:30 p.m.

Throughout the year, the Jefferson County Master Gardener Volunteer Association hosts free educational programs at the Hoard Museum. On September 22, "Fall—Time to Prep for Winter and Spring," will explore tips and tricks for preparing your gardens and landscaping to survive winter and be ready to start again in spring. This program is for people who want to learn more about best practices for their home gardens. Part of the program will be indoors, part will be demonstration on the Museum property. Dress appropriately for the weather.

Next Garden Education program: "Interesting and Unique Trees"
on November 17



☞ Morning @ the Museum ☛

First Friday of the Month, October – May, 8:30-10:30 a.m.

During the school year, the Museum opens an hour early for preschool children and their family members or teachers on the first Friday of the month. This time allows little ones to explore the exhibits at their own pace with their family or teachers. Refreshments for preschoolers and adults are served. Storytime is at 9 a.m. and 9:45 a.m. in the exhibit space, and crafts are available throughout the morning.

This fall's themes are:

October 5: National "Do Something Nice" Day • November 2: Police Day • December 2: Ornament Art

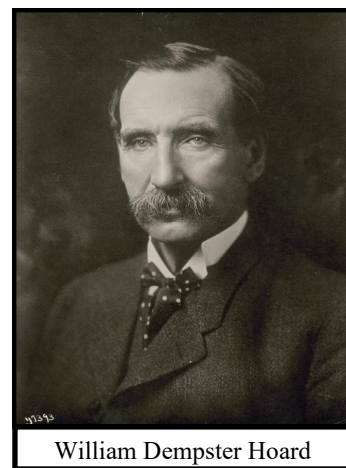
☞ Civil War and Governor Hoard Celebration ☛

October 13, 10 a.m. - 4 p.m.

Join us on Saturday, October 13, for Governor Hoard Day! The Museum is honoring the 100th anniversary of W.D. Hoard's death with a celebration of his life. Museum Director Merrilee Lee will give a talk about Governor Hoard, his personal and professional accomplishments, his involvement in the Civil War, and his thoughts on the Great War.

The first floor of the Hoard House will be dressed in mourning to honor W.D.'s death and there will be a presentation explaining Victorian mourning practices.

As W.D. Hoard served in the Civil War, there will be a military focus to the day. Civil war reenactors will be onsite and a dramatic reading will feature letters from our Civil War collection.



William Dempster Hoard



☞ Members-Only Day Fall Fest ☛

October 21, 1 - 3 p.m.

Members-Only Days are special events for members of the Fort Atkinson Historical Society and Hoard Historical Museum (that's you!). Come enjoy fall activities from yesteryear with your family.

This is the last Members-Only day of 2018 and not to be missed!

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Upcoming Events at the Hoard Museum:

- September 1: ♦ Foster House Open for Tours, 10 a.m. – noon
- September 8: ♦ Walking Tour, 8, 9, & 10 a.m., *Starts and Ends at the Farmers Market*
- September 9: ♦ “Tailgate with the Team” Annual Volunteer Recognition Party 1 – 2:30 p.m.
- September 22: ♦ Garden Education Program, *Care Tips for Fall*, 2 p.m.
♦ Concert on the Lawn, 3 – 5 p.m.
- October 5: ♦ Morning @ the Museum preschool program, 8:30 – 10:30 a.m.
- October 6: ♦ Bike Tour, 9 a.m., *Starts and Ends at the Farmer’s Market*
- October 13: ♦ Civil War and Governor Hoard Celebration, 10 - 4 p.m.
- October 21: ♦ Fall Fest *Members Only Day*, 1-3 p.m.
- November 2: ♦ Morning @ the Museum preschool program, 8:30 – 10:30 a.m.
- November 4: ♦ Black Hawk Artists Opening Reception, 1-4 p.m. *on exhibit through 11/16*

Questions about our events? Contact the Museum office by calling (920) 563-7769 or emailing info@hoardmuseum.org.