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L.A.A. 3122

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY
RECEIVED FEB 15 1973
DATE ENTERED AUG 29 1978

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

Prospect Farm

AND/OR COMMON

Hoard's Dairyman Farm (preferred)

2 LOCATION

STREET & NUMBER

Route 1 (County Trunk Highway "Q")

NOT FOR PUBLICATION

CITY, TOWN

Fort Atkinson

VICINITY OF

CONGRESSIONAL DISTRICT

Ninth

STATE

Wisconsin 53538

CODE

55

COUNTY

Jefferson

CODE

055

3 CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

PUBLIC ACQUISITION

ACCESSIBLE

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER:

4 OWNER OF PROPERTY

NAME

W. D. Hoard & Sons Company

STREET & NUMBER

28 Milwaukee Avenue West

CITY, TOWN

Fort Atkinson

VICINITY OF

STATE

Wisconsin 53538

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,

REGISTRY OF DEEDS, ETC.

Jefferson County Courthouse

STREET & NUMBER

320 South Main Street

CITY, TOWN

Jefferson

STATE

Wisconsin 53549

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Wisconsin Inventory of Historic Places

DATE

1977

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

State Historical Society of Wisconsin

CITY, TOWN

Madison

STATE

Wisconsin 53706

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The single most historically significant building of Hoard's Dairyman Farm is the original farmhouse, which dates to 1845.¹ It is a two-story, three-bayed structure facing west, with a two-story kitchen wing to the east and symmetrical one-story wings to the north and south. Bricks for the house were made at a nearby brickyard owned by the builder, Asa Snell, in partnership with Milo Jones. The house is characterized by Italianate features, including low-hipped roofs on the main block and wings, with wide overhanging eaves supported by paired brackets, a few inches below which is a row of brick dentils on the front and sides, but not on the rear. Window and door surrounds are square-headed with plain wood trim and tooled stone lintels which were cut at a local quarry owned by Milo Jones. A three-bayed veranda extends across the front of the main block. Its columns and pilasters are square wood with chamfered corners, standing on paneled pedestals and embellished with curved scroll brackets where they support the roof entablature.

The first element of the east (rear) wing is a two-story, hip-roofed portion which houses the kitchen, followed by a one-and-a-half-story gable-roofed element which houses the summer kitchen, woodshed and storage areas. The hip-roofed segment resembles the main block but is devoid of such special ornamentation as eave brackets and dentils. Window heads are segmental arches whose radiating voussoirs are header ends of bricks. The gable-roofed end wing is equally simple. There is some Queen Anne gingerbread ornamentation on the porches along the south and east sides of the main block and wings.

The major alteration of the house since W. D. Hoard acquired the property in 1899 was the removal of the original flat roofs and parapets of the main block and north and south wings and their replacement with the hipped roofs which remain today. The veranda was apparently added at the same time. The row of dentils marks the cornice line of the original roof. This remodeling was done immediately after Hoard purchased the farm.^{2,3}

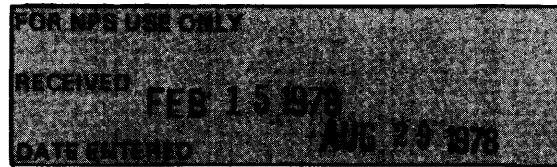
W. D. Hoard himself never lived in the house; it has served as the farm manager's home since 1899, and the southwest wing has long been the farm office.

Among some fifteen outbuildings on the farm, none is considered primarily significant for purposes of this nomination. Two are worthy of mention, however. The dairy barn, located about 150' southeast of the house, and the former horse barn, about 250' south of the house, were both in existence when Governor Hoard acquired the farm.⁴ Although the front of the dairy barn still retains a general resemblance to the original, the building has undergone a number of enlargements and alterations, both inside and out, with the result that much integrity has been lost. The extent to which the horse barn has been altered is unknown; it is now used as the heifer barn. The remaining outbuildings, for the most part, are relatively recent and not important to the nomination.

From 1899 to Mr. Hoard's death in 1918 the property was called "Prospect Farm," but the name was changed to "Hoard's Dairyman Farm" because exclusive use of the name "Prospect" could not be obtained.

UNITED STATES DEPARTMENT OF THE INTERIOR
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INVENTORY -- NOMINATION FORM**



CONTINUATION SHEET

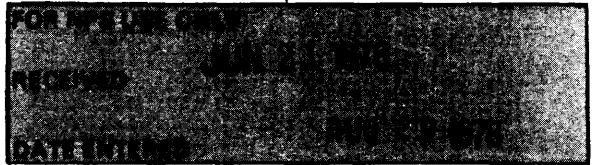
ITEM NUMBER 7 PAGE 1

The nominated acreage is limited to the originally purchased land plus various accretions of early date which, together, constitute the historically significant portion of today's greatly enlarged farm.

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1. Jefferson County Union, August 14, 1936.
 2. Information from Mary Hoard (Mrs. W. D. Hoard, Jr.)
 3. Jefferson County Union, August 14, 1936. This issue contains an 1863 photograph of the farmhouse in which the flat roofs and parapets of the main block and north and south wings are seen and the veranda has not yet been added. In the legend below the photograph is the statement, "Some changes have been made on the building since," i.e., since 1845. Although information from both Mary Hoard and the Hoard's Dairyman organization indicates that Governor Hoard replaced the roofs (and added the veranda) immediately after acquiring the farm in 1899, no documentation which adequately substantiates the date has come to light. Its basis thus tends to become principally "tradition and belief" on the part of the Hoard family and organization. A newspaper photo of W. D. Hoard's Dairy Farm (Prospect Farm) dating to 1899-1900 shows the house as it appears today.
 4. Information from Mary Hoard.

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251
B f.



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HOARD'S DAIRYMAN FARM, Fort Atkinson, Wis., vicinity

Addendum

CONTINUATION SHEET

ITEM NUMBER 7 PAGE 2

When Governor Hoard purchased the farm in 1899, it comprised four basic structures (see attached map): the 1845 farmhouse, a machine storage shed (#4 on map) which still stands and is used partly as a garage, a horse barn (#5 on map) which has been converted to use as a heifer barn, and the main barn or dairy barn (#8 on map) which has undergone numerous enlargements and alterations since its acquisition in 1899. Although the dates of actual construction of these outbuildings are unknown, the owners believe that they were built in the middle 1800s at or near the time of the construction of the farmhouse. Hoard purchased the property as the operating farmstead which Asa Snell had established in the mid-nineteenth century.

Four of the outbuildings, the garage (#2), old milk house (#3), machine shed (#6)--originally a corn crib--and the farrowing shed (#13) were built in the early 1900s, probably within the first decade of Hoard's ownership of the farm. The hay shed (#15) was built in 1922, the bull barn (#14) in 1941, and the remaining outbuildings in the period from 1950 to the present.¹

1. Information from Mark H. Kerschensteiner, W. D. Hoard & Sons Company.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input checked="" type="checkbox"/> PREHISTORIC	<input checked="" type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input checked="" type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1899

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

Hoard's Dairyman Farm is important primarily because of its use as a laboratory or proving ground for William Dempster Hoard's ideas for the improvement of farming practices relating particularly to dairying. It is important also for its pre-historic archeological potential.

History

William Dempster Hoard (1836-1918) was a newspaperman, dairyman, politician, and governor of Wisconsin for one term (1889-1891). Although his background was varied, his foremost concern was agriculture and his ambitions lay largely in the improvement of dairy practices and the development of the single purpose dairy cow.

After brief service in the Civil War, Hoard returned to Wisconsin and in 1870 began publication of the Jefferson County Union, of which he was editor (1870-1884) and co-editor (1884-1918).¹ "A pioneer in the promotion of scientific dairy farming and the 'special purpose dairy cow,' Hoard was instrumental in organizing county dairymen's associations, and in 1872 helped establish the Wisconsin Dairyman's Association. He also played a major role in establishing farmer's institutes (1884) and the state's first dairy board. Hoard advocated tuberculin tests for dairy cows and was one of the first men in Wisconsin to recognize the value of alfalfa and the silo for use in cattle feeding... In 1885 he established Hoard's Dairyman, and by 1918 it had gained world renown as one of the foremost agricultural journals,"² a reputation which it retains today. It has long been considered "the dairyman's Bible."

It is because of the farm's use from the onset as a laboratory for testing and establishing the practicability of the ideas that Hoard advocated and fought for in the Dairyman that the farm bears its name. Although Hoard died in 1918, the farm continues to serve its original purpose, but this has expanded to such an extent that "he would be amazed at practices on his farm today. They have been written about in the magazine, as well as put to practice."³

While many of the concepts and practices which Hoard advocated and published in the Dairyman predated his purchase of the farm in 1899 -- e.g., his strong advocacy of the use of alfalfa as a crop for dairymen to grow and feed to their cattle -- the farm provided a testing place for both the earlier ideas and those which developed as time progressed. Acceptance of some was long in coming and finally accomplished only as a result of prolonged periods of experimentation. Among the notable earlier

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Campbell, Henry Colin, ed., Wisconsin in Three Centuries (New York, 1906), 5:113-122.
 Damuth, Lenora Rosane, The Biography of Ex-Governor William Dempster Hoard (Ph.B Thesis, Madison, 1917), 6, 12-14.
 "Death of Hoard Mourned By All," Milwaukee Sentinel, November 23, 1918.
Hilltop Decision, pub. by Hoard's Dairyman (Fort Atkinson, 1960).

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 173.70 acres
 UTM REFERENCES

A	1,6	3,5,1,2,8,0	4,7,5,6,4,6,0	B	1,6	3,5,1,0,0,0	4,7,5,6,0,8,0
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C	1,6	3,4,9,1,8,0	4,7,5,6,1,6,0	D	1,6	3,4,9,2,0,0	4,7,5,6,5,6,0

VERBAL BOUNDARY DESCRIPTION

Beginning at the intersection of County Trunk Highway "Q" and the east-west line demarcating the N 1/2 of the N 1/2, Sec.34, T6N, R14E, proceed west along said line across the right-of-way of the C&NW RR, thence continue east across the right-of-way of State Trunk Highways 26-89, thence continue east across CTH "K" to the west bank of the Rock River, thence proceed northeasterly along the west bank to the section line between sections 27 and 34, T6N, R14E, thence proceed west across CTH "K", thence continue west across the right-of-way of STH 26-89, thence continue west across the right-of-way of

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Donald N. Anderson, Historian & Registrar, Historic Preservation Division

ORGANIZATION

State Historical Society of Wisconsin

DATE

January 5, 1978

STREET & NUMBER

816 State Street

TELEPHONE

608/262-0746

CITY OR TOWN

Madison

STATE

Wisconsin 53706

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL X

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Richard Murray

TITLE Director
 State Historical Society of Wisconsin

DATE 1/25/78

FOR NPS USE ONLY

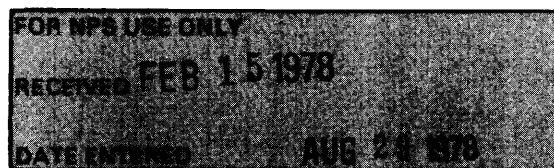
I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DIRECTOR, OFFICE OF ARCHITECTURE AND HISTORIC PRESERVATION
 ATTEST: *Charles A. ...*
 KEEPER OF THE NATIONAL REGISTER

DATE 8/29/78
 KEEPER OF THE NATIONAL REGISTER
 DATE 8.28.78

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CONTINUATION SHEET

ITEM NUMBER 8 PAGE 1

ideas advanced by actual trial at Hoard's farm are the "cow census" and registration of dairy herds (see infra); acceptance of alfalfa as "the greatest forage producing plant in the United States"⁴; acceptance of and improvements on the silo and use of silage (ensilage) as a means of preserving the hay crop from weather damage; and protection of the consuming public from milk-borne tuberculosis through extensive work on eradication of the disease from dairy herds. Hoard's promotion of TB eradication began in 1895 and became "a bitter campaign to last 45 years, with Hoard's Dairyman leading the fight."⁵ In 1912 came the beginning of loose or pen housing for dairy cattle, now accepted nationwide for its labor-saving advantages and reduction of initial investments; in 1917, through the proving ground farm, "Hoard's Dairyman was the dominating influence in the founding of the herd test, proved sire, brood cow research program conducted by the U. S. Department of Agriculture."⁶

"Hoard, whose dairy leadership included some of the earliest battles for consumer protection while he was governor, was a staunch believer in farm record keeping. The herd book goes back to 1905, and lists animals born before the turn of the century. Milk records go back to 1920. With them were kept the amounts and prices of feed, and net income."⁷

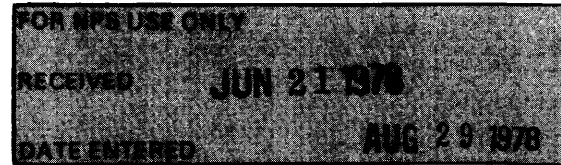
This limited number of examples is extremely modest in view of the still continuing list of accomplishments of the proving ground or laboratory aspects of the nominated property, but it is considered adequate to indicate the significant role of Hoard's Dairyman Farm in the history of the dairying industry, both in the United States and beyond, since 1899.

Prehistory

Although the property being nominated to the National Register has not been systematically investigated to inventory archeological sites, one prehistoric campsite is reported in the Charles E. Brown Manuscript Collection (Archives Division, State Historical Society of Wisconsin). There is no information concerning this site other than its location on the Hoard's Dairyman Farm in the NW 1/4 of the NE 1/4, Section 34, T6N, R14E. The significance of this site and other yet unidentified archeological resources remains to be determined.

1. Dictionary of Wisconsin Biography, 173.
2. Ibid.
3. Osman, Milwaukee Journal, December 4, 1977.
4. Hilltop Decision, 6.
5. Ibid., 6-7.
6. Ibid., 7.
7. Osman, op. cit.

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HOARD'S DAIRYMAN FARM, Fort Atkinson, Wis., vicinity
Addendum

CONTINUATION SHEET

ITEM NUMBER 8 PAGE 1

The Hoard's Dairyman Farm, because it is the place where William Dempster Hoard tested and proved his theories and practiced his advancements in scientific dairy farming which largely established modern dairying throughout the world, is the surviving site which possesses the most important associative significance with respect to Hoard and his work. His former home, which remained in the family until about the early 1940s, still stands in the city of Fort Atkinson but was converted to a funeral home more than thirty-five years ago and has undergone such extensive exterior alterations that it has little integrity remaining and is no longer recognizable as the Hoard residence. The interior has sustained somewhat less alteration but has been modified to meet the needs of its current use.

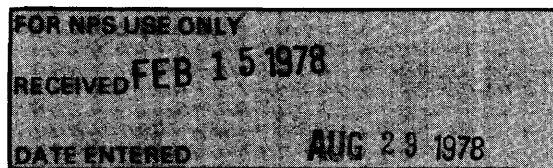
The Hoard family, the W. D. Hoard & Sons Company, and the local historical society concur in assigning greater associative significance to the farm than to W. D. Hoard's onetime home. No other buildings in the Fort Atkinson community or elsewhere in the state are associated with William Dempster Hoard.¹

1. Information from Mark H. Kerschensteiner, W. D. Hoard & Sons Company.

(D. N. Anderson
(608/262-0746) 06-15-78

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See
CONTINUATION SHEET ITEM NUMBER below PAGE 1

Item 9: MAJOR BIBLIOGRAPHICAL REFERENCES, continued:

"Hoard's Farm House is Early Building." Jefferson County Union, Fort Atkinson, Wis., August 14, 1936, p. 7.
"Hoard, William Dempster," Dictionary of Wisconsin Biography (Madison, 1960), 172-173. Information, unpublished, provided by Hoard's Dairyman.
Information from Mary Hoard (Mrs. William Dempster Hoard, Jr.)
Osman, Loren H., "Dairyman's Vision Kept as Farm Is Showplace," The Milwaukee Journal, December 4, 1977.
Rankin, George W., William Dempster Hoard (Fort Atkinson, 1925), passim.

Item 10: GEOGRAPHICAL DATA, continued:

the C&NW RR, thence continue west to a point 1690 feet west of the intersection with CTH "Q", thence south for a distance of 254 feet, thence west for a distance of 590 feet, thence south for a distance of 254 feet, thence west for a distance of 634 feet, thence south to the east-west line demarcating the N 1/2 of the N 1/2, Sec. 33, T6N, R14E, thence proceed east along said line to the point of beginning.

Item 11: FORM PREPARED BY, continued:

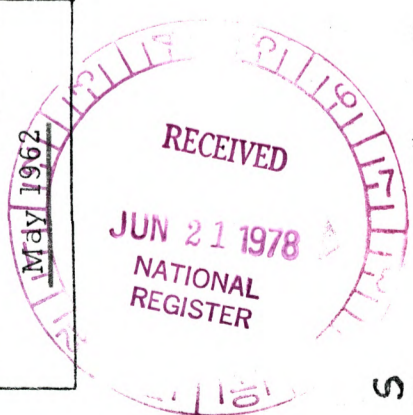
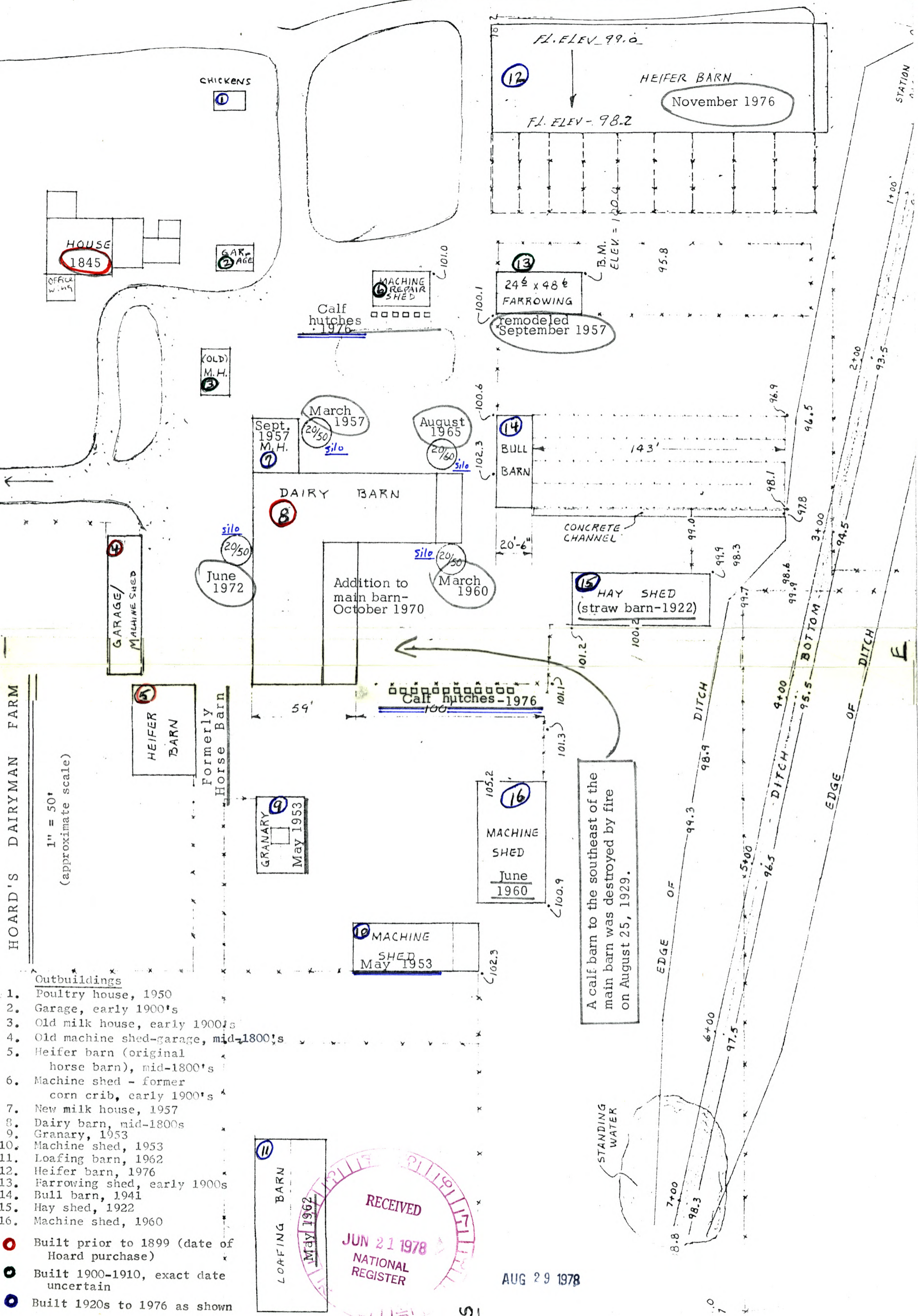
Mark H. Kerschensteiner, Vice-President
Fort Atkinson Historical Society
407 Merchants Avenue
Fort Atkinson

August 1, 1977
414/563-4521
Wisconsin 53538

HOARD'S DAIRYMAN FARM

1" = 50' (approximate scale)

- Outbuildings
1. Poultry house, 1950
 2. Garage, early 1900's
 3. Old milk house, early 1900's
 4. Old machine shed-garage, mid-1800's
 5. Heifer barn (original horse barn), mid-1800's
 6. Machine shed - former corn crib, early 1900's
 7. New milk house, 1957
 8. Dairy barn, mid-1800's
 9. Granary, 1953
 10. Machine shed, 1953
 11. Loafing barn, 1962
 12. Heifer barn, 1976
 13. Farrowing shed, early 1900's
 14. Bull barn, 1941
 15. Hay shed, 1922
 16. Machine shed, 1960
- Built prior to 1899 (date of Hoard purchase)
 - Built 1900-1910, exact date uncertain
 - Built 1920s to 1976 as shown



AUG 29 1978