

**United States Department of the Interior
 Heritage Conservation and Recreation Service**



**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 Hoard, Arthur R., House

historic George P. Marston House

and/or common Arthur R. Hoard house (preferred)

2. Location

street & number 323 Merchants Avenue not for publication

city, town Fort Atkinson vicinity of _____ congressional district Ninth

state WI code 55 county Jefferson code 055

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition <u>N/A</u>	Accessible	<input checked="" type="checkbox"/> private residence
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> religious
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> scientific
		<input checked="" type="checkbox"/> no	<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Joe and Candy Tate

street & number 323 Merchants Avenue

city, town Fort Atkinson vicinity of _____ state Wisconsin

5. Location of Legal Description

courthouse, registry of deeds, etc. Jefferson County Courthouse

street & number _____

city, town Jefferson state Wisconsin

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes no

date 1975 federal state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state WI 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 Hoard house was built sometime between 1853, when George P. Marston bought the land from the land developer, and 1865 when it is mentioned in an insurance policy.

It was built as a two-story, frame, Italianate house with three windows across the second floor of the front (west) facade and two windows and a double door below. An interesting, almost Stick Style, belt course ran around the house above the first floor windows. A low, hipped roof with a square cupola crowned the main block and doubled brackets decorated the eaves. Lintels over the double-hung windows featured a carved Tudor-arch motif under heavy, projecting moldings, and blinds sheltered the windows. The small entrance porch was in a typical Italianate style as was a rectangular bay on the south side. A two-story wing and an outbuilding extended to the rear.

In 1898 extensive alterations by the Hoard family in the Queen Anne style added a new look of grandeur to both the exterior and the interior. The two windows on the first floor front were removed to make room for a wide, three-sided bay. Two other three-sided bays were added to the north side, one two-stories high. The rear, kitchen wing, was moved further back and a new, two-story, central section was added. A highlight of this new section was a projecting wing on the south side of the house, the first floor of which had bevelled corners with corner brackets.

The most stunning addition to the exterior was a huge veranda which wrapped around the front and both sides of the house ending half-way along the south side in a projecting porte cochere, and expanding at the northwest corner into a rounded pavilion. The foundation of the new porch was built of Vermont granite boulders. The first floor railing was of turned balusters between doubled columns with freely-interpreted composite capitals. Small modillions decorated the cornice above which a balustrade featuring jig-sawn balusters and ball finials capped the entire porch and porte cochere.

On the interior major changes were made. Inside the new double oak front doors a vestibule was built with a tile floor decorated with fleur-de-lis, high oak wainscoting and heavy oak moldings. The living room was made to extend across the front of the house and was with high oak wainscoting, oak floors, heavy oak ceiling beams, and a red brick fireplace with an oak mantel. The main staircase rose to the second floor from the south side of the living room. The stairway was also of oak, with wainscoting of square-panelled oak, turned balusters, a square newel-post carved in foliate motifs, and a built-in bench. Behind the living room the rest of the old main block was comprised of a music room on the north with maple woodwork, and an office on the south.

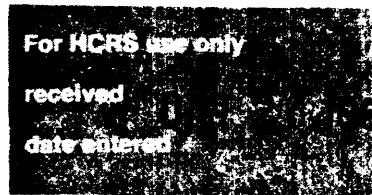
The 1898 central section included a dining room on the north with a corner fireplace and wainscotted walls, a library to the south, also with a

(continued)

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DESCRIPTION (cont.):

corner fireplace and a solarium off the library. The entire south side of the library was a window wall with a central door leading to a large solarium with maple woodwork, and a green and white tile floor. The solarium windows were topped by a long leaded and bevelled glass transom similar in style to other leaded and bevelled glass transoms in the windows in the living room, dining room, front vestibule and music room.

The rear wing contained the kitchen and utility rooms.

The second floor contained four bedrooms in the front with servants' quarters in the rear wing. The original, ca. 1853-1865, window trim upstairs was retained, and a large new bathroom was added, decorated in green wall tile with a molded foliage motif, white hexagonal floor tiles and a bathtub and sitz tub, both painted on the outside with a clematis vine motif.

The home remained virtually intact from its 1898 remodelling until very recently, when it was almost totally destroyed by fire. The owners at that time, Joe and Candy Tate, decided to rebuild the house, retaining as much as they could of the original fabric. Today the renovation is almost complete. Every item mentioned in the previous description has been restored, except for the corner fireplaces in the dining room and library. The sitz bath will not be reinstalled, but will be retained on the premises. The major change has been in the closing up of certain doorways, the addition of a hall between the dining room and the library, new bathroom fixtures and a new kitchen. The rear wing was lowered to become a one-story garage. In all other respects, the restoration has been faithful to the 1898 design.

The house is located on a tree-studded parcel composed of several lots on Merchants Avenue, a short street near the Main Street on which some of the finest Victorian houses in Fort Atkinson are situated.

Addendum, 7/82 (in response to questions about the extent of the fire):

According to Fran Hess, captain of the Fort Atkinson Fire Department, the house received \$100,000 worth of damage in the fire. The fire rose up the rear staircase into the former servants' quarters and thence into the attic above. Capt. Hess said that since the older, main block of the building was so well built it received minimal structural damage. All exterior walls on the main block and most interior walls remained after the fire. Most damage to the historic front section of the building was cosmetic, surface damage due to smoke and water. Many surfaces had to be repainted and woodwork refinished, but the major historic materials in the main sections of the house were restored, rather than rebuilt.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input 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 type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input checked="" type="checkbox"/> other (specify)
	ca.1860-1942 (period of sig.)			association with historic
Specific dates	ca. 1853-1865 and 1898 (construction)	Builder/Architect	unknown	personages
Statement of Significance (in one paragraph)				

The Hoard house is one of the finest Victorian houses remaining in Fort Atkinson. In addition, its five 19th century owners were among the most prominent families in Fort Atkinson.

Architecture

Compared to the other Victorian houses in Fort Atkinson, the Hoard house ranks among the finest in the city. In addition, the Hoard house is unique in Fort Atkinson because it combines well-crafted elements of the Italianate and Queen Anne styles in a pleasing and harmonious design. The cupola, eave brackets, carved window trim and shallow, hipped roof are representative of the Italianate style. The wide veranda, and porte cochere, bevelled and leaded glass, polygonal bays and heavy oak interior woodwork add a Queen Anne elegance to the house. Finally, its Italianate and Queen Anne architectural details have survived intact, despite a recent devastating fire.

History

For about 100 years, the Hoard house was owned by families who were among the most prominent contributors to the economy, as well as the social and civic affairs, of Fort Atkinson.

George P. Marston bought the land on which the Hoard house sits in 1853. Marston came to Wisconsin from Massachusetts in 1839, in one of the first waves of settlers to this state. His family lived in Koshkonong township until 1851 when they moved to Fort Atkinson. There, Marston owned a store on Main Street in which he sold dry goods, boots and shoes, groceries and hardware. He also ran a branch store at near-by Cold Spring. Marston is noted in local histories as the defendant in the first lawsuit in Jefferson County, in which he was tried by a jury for not paying a 25 cent laundry bill. Marston also owned the Fort Atkinson Brewery and had interests in the Southwell Lumber Company. He was "one of [Jefferson County's] most energetic and public spirited businessmen -- always the first in any enterprise for the advancement of the interests of the village," until ill-health forced him to curtail his activities and spend his winters in California.² In 1871 his family moved to San Diego, California, where he lived until his death in the 1890s. His son, who was raised in the house at 323 Merchants Avenue, moved to San Diego in 1870, where he acquired great wealth in the mercantile trade and became known, according to his obituary, as the

(continued)

9. Major Bibliographical References

Please see continuation sheet.

10. Geographical Data

Acreege of nominated property .56

Quadrangle name Fort Atkinson, Wisconsin

Quadrangle scale 1:24000

UMT References

A

1	6	3	50	2	10	4	7	5	3	8	6	0
Zone		Easting		Northing								

B.

Zone		Easting		Northing							

C

Zone		Easting		Northing							

D

Zone		Easting		Northing							

E

Zone		Easting		Northing							

F

Zone		Easting		Northing							

G

Zone		Easting		Northing							

H

Zone		Easting		Northing							

Verbal boundary description and justification Lot 6, excepting the N 14 feet; Lot 7, the N 39-1/2 feet of Lot 8, the W 42 feet of the N 53-1/2 feet of Lot 14 and the W 42 feet of the S 42-1/2 feet of Lot 15, all in Block 19, according to the recorded plat of Dwight Foster et. al. addition to the

List all states and counties for properties overlapping state or county boundaries Village (now City) of Fort Atkinson.

state	code	county	code

state	code	county	code

11. Form Prepared By

name/title Katherine H. Rankin

organization (for owner) _____ date June 5, 1982

street & number 1109 Sherman Avenue telephone 608-256-2905

city or town Madison, state Wisconsin 53703

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national 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 Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature *Rebecca Murrey*

title Director, State Historical Society of Wisconsin date 10/13/82

For HCRS use only	
I hereby certify that this property is included in the National Register	
<u><i>Shelton Byers</i></u> Keeper of the National Register	Entered in the National Register date <u>11/30/82</u>
Attest:	date
Chief of Registration	

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SIGNIFICANCE (cont.):

"city's honorary first citizen," a "merchant prince, patron of the arts, [and] first in humanitarian work."³

When they moved to San Diego, the Marstons sold their house to Dr. Henry O. White, about whom nothing is mentioned in the contemporary biographical records. White owned the house until 1888, when he sold it to Dr. Horace B. Willard (1825-1900) and his wife Elizabeth. Willard was another prominent citizen, a director of the Northwestern Manufacturing Co., owner of Willard and Co., a store on Main St., a semi-professional poet, and vice-president of the Citizens State Bank. He also served in the state Assembly. Elizabeth Willard died just a few months after she and her husband had moved into their new home, and Dr. Willard sold the house shortly thereafter.

W. H. Rogers and his wife, Angenette, then owned the house from 1889 to 1893. Rogers (born in New Hampshire in 1843, died 1907) moved to Fort Atkinson in 1867. He was a prominent local attorney who served as town clerk in 1868 and 1870-1871, justice of the peace from 1868 to 1872, district attorney from 1874 to 1878 and 1883 to 1887. He also served as mayor and was city attorney from 1870 almost until his death. His dedication and service to the school board was demonstrated when the local schools closed for the day of his funeral.

Arthur R. Hoard (1863-1942) owned the house from 1893 until his death. The son of Governor W. D. Hoard, he was connected with his father's dairying business from his early youth. He was the prime mover in the establishment in 1885 of the journal later known as Hoard's Dairyman. From 1886, he was the organizer of Hoard's Creameries. He is credited with building up the business into a chain of eight creameries making "Gilt Edge" butter for direct sale to consumers in all parts of the United States and Canada. In 1912 he purchased an interest in the Better Sox Knitting Mills in Fort Atkinson, a direct-to-consumer hosiery business which he built up, later becoming its president. He was also director of many of the various factories in Fort Atkinson, owned Hoard's Hotel on Lake Koshkonong and served as mayor.

Hoard had two wives, who both lived in the house. Grace died in 1903 and Agnes, whom he married in 1904, lived in the house after Hoard's death in 1942 until her own death in 1955.

¹Marston purchased the land from the land developer in 1853. An insurance policy mentions a two-story frame house on the site in 1865. No other records remain by which to ascertain a more exact date. The date of the alterations is documented by plans dated 1898 for the remodelling of the Hoard residence, in the collections of the Hoard Museum.

²"56 Years Ago Today in the Union," Jefferson County Union, Nov. 11, 1927.

³"Native of Fort Dies on Coast," Jefferson County Union, April 18, 1946.

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MAJOR BIBLIOGRAPHICAL REFERENCES:

- "A. R. Hoard, Fort Atkinson, Dies," Janesville Gazette, April 30, 1942.
Abstract of Title, in the possession of the owner.
- Converse, J. C., policy books, in the collections of the Hoard Museum, Fort Atkinson.
- "Dr. Willard's Poems," and "Death of Dr. H. B. Willard," Jefferson County Union, April 6, 1903.
- "56 Years Ago Today in the Union," Jefferson County Union, Nov. 11, 1927.
Historic photographs of the Hoard house in the collections of the Hoard Museum.
- History of Jefferson County, Wisconsin, Chicago, Western Historical Company, pp. 696-198.
- Jefferson County, Wisconsin, and Its People, Chicago: S. J. Clarke Publishing Co., 1917, v. II, pp. 144-148.
- Miscellaneous cards and undated newspaper clippings in scrapbooks in the collections of the Hoard Museum.
- "Native of Fort Dies on Coast," Jefferson County Union, April 18, 1946.
- Plans for the remodelling of the A. R. Hoard house, Wilcox and Richards Lumber Co., 1898, in the collections of the Hoard Museum.
- The Rock River Valley, v. III, pp. 168-170 (no title page, book in the collections of the State Historical Society of Wisconsin).
- "William H. Rogers," Jefferson County Union, May 17, 1907.
- Wisconsin: Stability, Progress and Beauty, Chicago: Lewis Publishing Company, 1946, v. V., pp. 618-620.
- Biographical Sketches of Old Settlers and Prominent People of Wisconsin, Waterloo: Huffman and Hyer, 1899, v. I, pp. 68-74.



Arthur R. Hoard House (before fire)

