Agriculture invaded industry

By Christine Blumer


So reads a half-page advertisement in an industrial edition included in the March 18, 1910, issue of the Jefferson County Union.

It was the first such supplement to The then-weekly newspaper published by ex-Gov. W.D. Hoard, and between the lines could be read clearly the importance of agriculture to Fort Atkinson.

Although the ad said, "Propositions solicited from those about to start or change sites," Fort Atkinson already had a good agril-business base.

Hoard wrote on the page entitled, "Dairy and Stock Center," that "but few people, even our own people, adequately realize the great value to this city of the dairy interest."

The dairyman calculated that four large companies — Cornish, Curtis & Green Co., which manufactured creamery equipment; Hoard's Creamery, W.D. Hoard Co. and Kent Manufacturing Co., makers of farm equipment — sent $1.25 million in goods out of the city annually.

"Then besides, this city is the center of a large and increasing export trade in dairy cattle. Parties from the Pacific states, Colorado, Wyoming, Montana, Mexico and states east of the Missouri River are coming to this city continually for dairy cows, mainly of the Guernsey, Jersey and Holstein breeds," wrote Hoard.

This means an influx here of money from distant states of at least $250,000 as the total export trade of the country in dairy cattle amounts to about $600,000. George Kliniwa, John Gates Jr. and Seymour Meriman are kept busy much of the year in finding such cattle for outside purchasers."

In his book, "W.D. Hoard: A Man For His Time," Loren Osman wrote that cows outnumbered people 40,000 to 36,000 in Jefferson County in 1906. Hoard reported in a letter to C.B. Craig in Duluth that year that the city boasted nearly 100 creameries and six cheese factories. Dairying, wrote, earned $2 million for farmers; cows were averaging 250 pounds of butterfat, believed to be the best in the United States.

"That meant $2 million in bank deposits from dairymen, he went on, and total agricultural production in the county of $5 million," wrote Osman in the biography. "In a speech in Duluth the following year, he made similar claims, noting the area had only one cheese factory when he came there to begin preaching the gospel according to the cow."

However, there was much more to Fort Atkinson's agri-business community than just milk. Jones Dairy Farm, Kent Manufacturing, National Agricultural Supply Co. and, later on, Larsen Co. canners, Moore's Food Products, Redi-Serve Foods and the like located here, making Fort Atkinson a mecca for all types of agriculture-related industry.

The following outlines brief histories of the largest such companies:

Purdie's Creameries truck around 1900.

W.D. Hoard & Sons Co.

Hoard's Dairyman magazine first appeared Jan. 21, 1985, as a supplement to the Jefferson County Union, the newspaper founded by W.D. Hoard 15 years earlier. Each edition devoted at least three columns to the dairy and tobacco industries, generating so much reader interest that E.C. Coe, publisher of the neighboring Whitewater Register, encouraged Hoard to start a weekly dairy publication.

In his magazine, Hoard pushed for Wisconsin to abandon its wheat cultivation in favor of dairying. He also editorialized about eradicating bovine tuberculosis, culling cows, using alfalfa instead of clover for hay.

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James Manufacturing parade float.
Curtis invented rectangular churn

(Continued from page 49)
and storing feed in silos (see related story).

"I have devoted my efforts to the
upbuilding of the dairy industry in
the whole country and making more
effectively the Hoard's Dairyman as
an exponent of that industry," Hoard
stated in his autobiography.

Following Hoard's death in 1918, he
was succeeded by son Frank, who
continued as publisher until his death
in 1939. His other two sons, Halbert
and Arthur, assisted in the business.

The Dairyman's reins of
leadership then passed on to Frank's
son, W.D. Hoard Jr., publisher until
his death in 1972, and now William D.
Knox, who had been associated with
the magazine for 52 years.

It was W.D. Hoard's successor as editor,
A.J. Glover, who in 1946 renewed the
magazine's campaign against
brucellosis. The Dairyman's stances
over the years also have ranged from
opposing oleomargarine to promoting
the year-round set-aside dairy program....

Hoard's Dairyman today has a cir-
culation of about 200,000, and sub-
scribers currently market 91 percent
of the nation's milk supply. The com-
pany's headquarters, located at 28
W. Milwaukee Avenue, was built in 1909
and a major addition was erected in

Hoard's Creameries

"Of Hoard's three sons, Arthur cut
the widest swath in Fort Atkinson
business, from farming to buttermak-
ing to manufacturing stockings
to resorts. He never achieved his
father's stature as a cattle raiser, but
he was one of the area's early Guern-
sey breeders, on his 133-acre farm on
Lake Koshkonong," according to Os-
man's book.

It was in 1933 that Arthur Hoard, at
age 23, opened Hoard's Creameries,
merging only one five-line paragraph
in his family's newspaper. Located in
a frame building along the Rock
River on East Milwaukee Avenue,
the firm produced only 50,000 pounds
butter the first year. It was sold over
the counter at the factory.

"This business was started in 1886
in order to supply the public fancy
with high-grade butter and the foun-
der, A.B. Hoard, took an original
course to accomplish this," W.D.
Hoard wrote in the Industrial edition
of 1910. "He went after the family
trade and the returns for his efforts
developed the business into an
immense industry, which secured trade
from all over the union and Canada."

Art Hoard expanded production
and marketing, installed a generator
at the creamery only three years af-
after he started and led in the use
of butterfat testing. His father, in 1901,
told the Wisconsin Dairyman's
Association that the butter was being
used by 5,000 to 7,000 families and
served several hotels. Commercial
accounts included 100 hotels in
Chicago, St. Louis and Pittsburgh, he
said.

"Arthur Hoard started packing
butter in small wooden tubs, but soon
shifted to print butter. That gave
the product identification, and since
every package bore the name
'Hoard's Gilt Edge Butter,' if any-
thing was wrong with it, noted the
elder Hoard. 'It was rough on Hoard,'
meaning it would reflect on the
magazine," wrote Osman.

The creamery's Rock River loca-
tion was chosen for the ease of har-
vesting winter ice for cool storage of
the butter. By 1891, the Hoard &
Strong cold storage plant was
founded for handling poultry and
eggs.

Art Hoard's marketing ensured
fresh butter for buyers. He set up
direct sales to the consumer, with
only two days from churn to butter
dish, compared to 10 to 14 days
from other factories.

Hoard's Creameries opened
branches at North Branch, Jeffer-
son, Cambridge, Whitnay, Star,
Lima and Oakland. A new main
plant was built in 1897, a year before
a Danish pasteurizer was installed.
At its peak, the plant was turning out
5,000 pounds of butter daily; $60,000
was being spent each year for adver-
siating alone.

CORNISH AND CURTIS ADVERTISEMENT.

Art Hoard sold the business in 1935
to Claude Ryan and Emil Klinger.

"CORNISH, CURTIS & GREENE in Fort Atkinson.

Hoard Manufacturing

David D. James and his son,
William, from their tiny blacksmith
shop on a Wales dairy farm, built
a cow stall with a rotating stanchion
to allow the cow to turn her head
for greater comfort. It also allowed
the cow to be lined up with the gutter
for better sanitation.

Charles Perry Goodrich, a Farm-
ers' Institute lecturer and pres-
dent of Kent Manufacturing Co.,
convinced W.D. James and his imple-
ment company partner, John Olson,
to join the firm and manufacture
the stalls.

James wrote, "So in 1906 I came
to Fort Atkinson, because in my mind
it was the center of the dairy world. I
had the only $2.50 in my pocket, but I
believed in myself and my ideas and
in the American dairy farmer."

The second winter, Harry Curtis,
co-founder and vice president of Kent,
handled the despairing James and
Olson team $600 to keep the com-
pany afloat.

"It was the turning point, and the
James Sanitary Cow Stall was on its
way," according to Osman in his
book. "A catalog was printed. The
firm got a boost in 1906 when the
state fair put a $500 model barn on
its grounds, with James drawing the
plans. Sales boomed by 30 to 40 per-
cent a year. By 1912, the company
name was changed to James Manufac-
turing Co., home of the James Way
e line of everything for the barn.

"Everything" ranged from stalls,
stanchions and stable fittings to feed
and litter carriers and hand corn
planter.

Hoard wrote in his Industrial edi-
tion, "The success of this industry
fully demonstrates the possibilities
of this location for manufacturing
wherever the dairy and creamery in-
dustry are established, their goods
are known to users, and the demand
is increasing in a ratio which must in-
spire confidence in the future
greatness of the industry."

In an article in Koshkonong Coun-
ty Revised Volume II, Fort Atkin-
sen author and former Jamesway
employee Crawford Thayer noted
that in 1920, a new manufacturing
plant and foundry were built on
Janesville Avenue. But then a four-
year agricultural depression struck,
so new product lines were added to
make up for the slack.

"The James foundry (which
featured a complete pattern shop,
malleable furnace, gray iron cupola
and annealing oven) started up in
1921, the recession year," Thayer
noted.

That year, James added ventila-
tion for dairy barns, and subse-
quently began a line of poultry
equipment and introduced a hot-water

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Welcome to
the Historic Black Hawk

For over seventy years, a tradition for Fort Atkinson diners. The Black Hawk has recently been restored by the Logans. Today, the Black Hawk Restaurant features fine dining in the surroundings of historic elegance.

The Cocktail Lounge and Restaurant are open daily. The Black Hawk also features a large Banquet Facility for parties of 25 to 200 plus.

The Black Hawk
9 Milwaukee Avenue, West
Fort Atkinson, Wis. 53538
(414) 563-3152
Jones takes piggies to market

(Continued from page 50) housed four-deck incubators for hatching chicks. In 1929, he introduced the first milking parlor and the first incubator-hatcher, employing the principle that chicks can be incubated in an incubator on the hatch day, when the embryo of the chick becomes a breathing organism.

"The hearts of millions of males had grown to such a point that more manufacturing space was needed," Thayer noted. "In 1930, James Manufacturing Co., a subsidiary of the Northwest Manufacturing Co. (located on today's site of the Old Fort Shopping Center) for the manufacture of hatching incubators, hog feeders and other wood equipment."

The company's 25th anniversary celebration in 1930 was a wild one, with 167 salamanders from throughout the U.S. and Canada, plus other James employees, marching in the street. The celebration included some climactic climbing of the facade of the bank at the Black Hawk Hotel to tear down a banner of an eastern salamander and a gigantic fireworks display featuring the coronation of W.D. James himself.

"When Harry H. Curtis was introduced to speak to the convention, he stood at the podium and grinned, and grinned and grinned, and then sat down," Thayer wrote. "He never said a word. He didn't have to. Jamesway was a Horatio Alger success story come true!"

With the advent of electricity on the farm after World War II, James Manufacturing Co. broadened its line to power choring equipment that completed in minutes chores which used to take farmers hours of hard physical labor.

In 1958, James became a division of Rockwood & Co., Chicago and in 1964, was purchased by Butler Manufacturing Co. of Kansas City as its Jamesway Division. It was in 1977 that Jamesway entered into an agreement with the 918,000-circulation Milwaukee Journal to market feed mixers to the dairy industry, and four years later acquired Nestec Inc., a leading manufacturer of manure-handling equipment.

Butler reorganized into Butler Livestock Systems in August 1983 through the consolidation of the Jamesway and Oswalt Divisions.

Fort Canning

Fort Atkinson Canning Co. was incorporated in 1901 and at first canned vegetables ranging from tomatoes and beans to peas and corn. It eventually centered on just the latter vegetable.

One of the most spectacular fires in Fort Atkinson's history took place at the Fort Atkinson Canning Co., which had burned to the ground in 1910, valued at $175,000 June 11, 1922, about 90 percent covered by insurance.

The fire reduced the building to nothing but a few charred timbers. Destroyed were the main three-story plant, office and shipping rooms, a warehouse, corn shed and boiler room, all of which contained $10,000 worth of canned goods ready to be shipped to eastern customers, $8,000 worth of new machinery and 400,000 cans and 100,000 boxes.

Flames lit the sky to the extent that the fire was visible 35 miles away, attracting attention in

Oconomowoc, Elkhorn, Stoughton, and even coding cans shot 200 feet in the air.

The Larsen Co. purchased Fort Canning in 1945. From a small beginning at Green Bay in 1883, the Larsen Co. is the largest independent canner and freezer in Wisconsin, a state that turns out more than one-fifth of the country's canned vegetables.

Two-thirds are under the Fresh-Like and Veg-All label. The company sells over half of the total industry's output.

Larsen's Co.'s Fort Atkinson plant produces spinach, peas, peas and onions, peas and carrots, corn, corn, corn, and then some. Virtually every product processed is grown on contract arrangement within a 100-mile radius of Fort Atkinson.

North Main and Madison Avenue.

T.L. Valerius, the general superintendent, was the inventor of the disc continuous ice cream freezer. Other early leading innovations included the automatic brush washing and sterilizing machine and automatic bottle filler and capper.

The firm was a pioneer in milk pasteurization equipment and milk homogenizers, a fabricator of stainless steel equipment, rotary pump, the first to introduce milk irradiating equipment, the use of ultraviolet light and was a leader in bulk milk coolers.

In 1916, the firm put more than 25,000 gallons of milk on the market each week from the various factories. The plant was equipped with a complete fire department: a 75,000-gallon water tank which was capable of supplying 700 gallons of water per minute to any of the shops. The employees underwent fire drill monthly and a sprinkling system extended throughout the firm.

Creamery Package

David Curtis, a partner in the Cornish & Curtis lumberyard, had invented the rectangular churn for helping buttermaking in creameries and which provided the impetus to switch to dairy plant equipment. W.S. Greene provided capital in 1884, and Cornish, Curtis & Greene Co. was born.

"In 1884, W.S. Greene became a co-partner," Hoard wrote in his 1910 edition of the annual industrial edition. "He was a man of considerable means, which the then struggling firm needed to further their business. It made rapid strides, new articles were introduced until a full line of dairy and creamery supplies and outfits were made. It became the largest industry of its kind in the world and is now the largest, making up the Creamery Package Mfg Co.'s family."

The firm was the pioneers' sons, W.W. Cornish and H.H. Curtis, who consolidated with Creamery Package Manufacturing of Chicago, which in 1910, Hoard reported, employed 275 persons and in 1909 made over $50,000 worth of goods. (A fire in 1888 forced the firm to move to the corner of North Main and Madison Avenue.)

Drawing used in early Jones Dairy Farm advertising.

The plant has undergone extensive remodeling in recent years. A new pea, carrot and spinach building was erected in 1970 and a modern automated corn receiving building was constructed two years later.

Larsen was purchased earlier this year by Dean Foods Co. of Franklin Park, Ill. The local plant employs about 40 full-time employees and about 300 seasonal hourly workers.

Cigar makers

There were two cigar makers in early Fort Atkinson, A.S. Weiler and John G. Henke.

Weiler manufactured LaGonda 10-cent cigars, with long filter. Sumatra wrapper. He made 100,000 cigars annually.

A prominent cigar maker was James C. Pendergast, who ran his cigar business at 1101 and Cuba Rico five-cent cigars and El Crippo, a 10-cent cigar. His plant also had the capacity for 150,000 cigars a year.

"A good grade of wrapper is used on all of these and they are the kind that burn even the whole day in at the least of cost," Hoard wrote in his 1910 edition of the annual industrial edition.

Nisco

It was in 1936 when the Fort Atkinson High School vocational agriculture teacher Norman O. Eckley decided to do something about the fact that there was no central supply house and vo-ag teachers had to buy equipment where they could find it.

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Today located on the south side, it produces corn dogs, as well as chicken "Nibblers", meatballs, breaded veal, pork and beef patties, non-breaded Salisbury steaks, precooked hamburgers and pork sausages.

Moore's Food Products

Another old industry that is fairly new to Fort Atkinson is Moore's Food Products Inc., a subsidiary of the Cronox Co. that distributes frozen vegetables and cheese cubes to institutions such as restaurants, schools and hospitals.

Moore's moved into its Fort Atkinson plant in 1969 as Moore's Seafood Products. Scott and Sam Moore built the company on the foundation of a Milwaukee fish firm purchased by their father, Winfield S. Moore, in 1922.

Jones Dairy Farm

"Milo Jones was not just a nobody," wrote Deborah Jones in the early 1960s. "Deborah was right about her great-grandfather, who was one of Fort Atkinson's earliest pioneers, farmers and businessmen.

Jones Dairy Farm was the homestead of Milo and Sally Jones, who settled here in the early 1850s. Jones, a government surveyor from Vermont, began dairy farming after receiving a 331-acre land grant from President John Tyler.

He believed in diversified farming, relying heavily on animal husbandry and commercial dairying and building not only barns and chicken coops but also a brickyard, tannery and tavern, the Green Mountain House.

As early as 1860, Milo owned 20 cows, producing the first cheese in Jefferson County. By 1857, he had quite the reputation as a dairyman: the January 1857 issue of The Wisconsin Farmer and Northwest Cultivator published his recipes for butter and cheese.

In 1883, Jones became the first president of the Jefferson County Dairyman's Association. Jones' knack for farming and business was handed down to his descendents.

"Jones Dairy Farm sausage as a commercial product was an accident, pure and simple," Milo C. Jones, Milo and Sally's son, said in a June 10, 1913, speech to the National Advertisers Convention in Baltimore. "It was not an accident that we knew how to make it, for it had been made upon the same farm for our own use, from the same formula for more than 30 years, before it was put upon the market."

When Milo C. Jones was selling with severe rheumatism in 1889 and was "practically down and out for doing anything physically or financially," he decided to start up the commercial sausage business. According to Jones, "When the boys were butchering one October day, it occurred to me somewhat suddenly, as I was watching them from the window of my room, that we would try and make a little sausage to sell. We began it the next day in the kitchen with a hand machine for a chopper . . . the lad was rendered on the kitchen stove by hand. The little cloth bags for the sausage containers were made in the other part of the house by the good wife, and the first batch was launched out."

The first customers were Jones' neighbors, who spread the word. Jones then wrote letters to private families, mostly in Chicago, since grocers weren't "favorably impressed with the handling of the sausage." Jones Dairy Farm began its national advertising campaign in 1903, promoting "Little Pig Sausages."

An advertisement showed "Dairy Farmer Jones" introducing a tubed pig to a high society woman. "Dairy Farm Jones, the first man to introduce the little pig into society." It read, "Mr. Jones stands sponsor for all his little pigs, and guarantees their conduct at the dinner table and after. The Jones Little Pigs should not be confused with the Street Car Hogs nor Subway Porks."

"The Jones Little Pigs are Country Bred and raised with Great Care. They are educated and educating. Anyone who has not met Jones Little Pigs should register for an introduction." In his speech, Jones said he could "take every pound of sausage made and pass it to the then most famous sausage, you are honest, there is not a single dishonest constituent in you. You are worthy of the confidence of the community. You stand for the best that there is, not only in me, but in every man in our shop."

Jones Dairy Farm continues today, although earlier this year, it marked the end of an era by closing the slaughter operation. Its products include pork sausage, bacon, ham, and liver sausage.

Coe, Converse & Edwards

The Coe, Converse & Edwards Nursery represented the consolidation of three well-known nurseries, Coe & Coe, F.C. Edwards and Edwards & Son, according to an article in the Jefferson County Union on Sept. 26, 1913.

R.J. Coe came to Fort Atkinson from New York in 1889 and began planting strawberries on a 10-acre nursery. A decade later, he went into partnership with D.C. Converse, adding small fruits and shrubbery. Meanwhile, J.M. Edwards and son bought the old fruit farm of L.N. Stone and started up a nursery, but he combined with Coe and Converse in 1902.

The shape the most interesting part of the nursery is the small plant devoted to the growing of perennials directly north of the warehouse (located on Rockwell Street)," the article said. "Here are rows upon rows of flowering plants, perennials, ornamental shrubbery and young shade trees. There are blue and golden junipers, Japanese yews, purple leaf plums and blue spruce. The nursery makes a particular specialty of Kosters' blue spruce, imported from Holland. The variety has a uniform blue color and is one of the

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Carriage, furniture firm built in 1866

By Christine Blumer

Fort Atkinson’s “Industrial Revolution,” as it were, was in full swing in the latter 1800s, putting the city on the business map.

In an Industrial Edition published by the Jefferson County Union March 18, 1910, editor W.D. Hoard philosophized that, “Manufacturing success does not necessarily depend on locations, resources or some natural inheritance. Our experience as an industrial editor has taught us that it depends more on the enterprise of the residents of a given community, than any of nature’s gifts.”

If that is so, then Fort Atkinson had more than its share of enterprising entrepreneurs. Many focused their businesses on agriculture-related industry, while others produced everything from furniture to silk stockings.

Northwestern Mfg.
The city’s first major non-agricultural business was the Northwestern Furniture Co., which actually was started at Hebron (then called Bar’s River Mills) but moved to Fort Atkinson in 1866.

The owners, Burnham and Bullock, had a working capital of $25,000; that had multiplied to $300,000 by 1910.

In the Jefferson County Union’s Industrial Edition published on March 18, 1910, editor W.D. Hoard reported that the firm’s name was changed to Northwestern Manufacturing in 1879.

when it purchased Widmann, Wandschneider & Co., a wagon and carriage manufacturer, and Foundry & Machine Co. Also purchased later was J.A. Chapman Co., which made cutters.

Northwestern’s warehouse, along with the nearby Cornish, Curtis & Greene Co. and Zeugner & Hoffman Lumber Co., was the site of one of Fort Atkinson’s largest fires, taking place on Jan. 5, 1906.

According to “Fort Atkinson’s Picturesque Past,” Jefferson and Janesville firefighters were called in for mutual assistance.

“At Jefferson no car could be had to transport the engine; at Janesville the engine and hose cart crashed through the platform at the depot. Before they could get the equipment out of trouble and loaded, they got

word that the fire was under control. It had been managed without outside help. The assistance of employees from other plants and citizens had turned the trick.”

Northwestern rose up out of the ashes, and by 1910, the firm occupied 1½ blocks of land and employed some 250 workers.

“The product consists of farm wagons, carriages, sleighs, chairs, etc., in a great variety of designs and construction,” Hoard wrote in 1910. “These in every way represent perfect workmanship and select stock, items which have always been the guiding thought in this production.”

He continued: “Its influence on local prosperity has been beyond the possibility of estimation. In its official staff, the selection has always been a good one for the Fort, for the

reason that they were men of great public spirit whose every act was for the good of the city.”

An Industrial Edition circa 1916 boasted of Northwestern’s cleanliness and freedom from litter on the floors.

“A corps of sweepers is kept continually busy going from one department to another and the result is that each floor is kept in readiness for active operations. . . . a vacuum system for the drying rooms and kilns has been connected with the exhaust from the power plant is annually saving the cost of 600 tons of coal. This system is not only economical, making use of all waste steam, but is especially adapted to keeping drying rooms at the proper temperature.

Every piece of furniture in the

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Fort 'knitted no-protest sox'

(Continued from page 53)

Northwestern Line is made wholly at the local plant, from the time it arrives from the forest as lumber until it leaves the factory as finished product.

The article noted that in 1909, the firm put 135,000 chairs on the market (600 made per day), as well as library tables, standard library wood benches, portable electric lamps, farm wagons and trucks. In addition, 4,000 bobsleds were placed on the market in the fall of 1909.

Northwestern was well known for its buggies and especially the spring cutters which had an ash frame, basswood panels, nickelied dash and arm rail mountings and was trimmed in crushed red mohair plush.

Northwestern was a booming business until the coming of the automobile. Its lines of wagons, buggies and sleighs kept up a feature of production, and eventually were dropped. A series of business reverses and unsettled furniture market after World War I caused Northwestern to declare itself insolvent in 1923.

The buildings were sold to the Atwood-Koeberl Co. of Janesville, which continued making furniture. After that firm went bankrupt, it was occupied by the James Manufacturing Co. for many years until the early 1980s, when it was razed to make way for the Old Fort Shopping Center.

Moe Light

It was back in 1929 when Hendrik and Ole E. Moe of Milwaukee organized Moe Light to manufacture residential lighting fixtures. In 1938, Moe Brothers Manufacturing Co. was moved to a new plant in Fort Atkinson, being the first major industry attracted here during the "industrial expansion" era.

The firm was awarded many defense contracts during World War II, making, for example, grenade and bullet shells. In 1945, Lee B. Thomas became president of the company, which merged five years later with Electric Spray Ltd of Sheboygan. The parent name was changed to Thomas Industries Inc.

Thomas Industries continued on Fort Atkinson's industrial scene until last year, when the firm closed its Fort Atkinson plant for good. Company officials cited foreign competition as a main cause for the decline in residential lighting and ceiling fan business.

Bettexsox

Bettexsox Knitting Mills, which for more than a half-century was the nation's largest mail order hosiery mill, was founded Dec. 8, 1908, by Arthur R. Betts.

Originality, it specialized in knitting men's socks for sale in Wisconsin and especially Jefferson County. The firm was good in advertising to doctors, who would make up a box of socks to send to prospective patients, advising him that, if he would order a dozen pair, the mate would be included, thus giving a pair for the price of 24 — a baker's dozen for a mere $3.

Such a deal. And it got few complaints, until a man's sample was sent to Dr. T. Bannam of Syracuse, N.Y., and it turned out that "F" stood for Theresa.

Dr. Theresa sent Bettexsox the following poetic protest:

"I do protest your Bettexsox, you've sent around to all the docs.

"Of my hometown — each, half a pair, for some of us with feet all bare — must offer quick to sell or buy the other sock.

"One lucky guy, around the festive board one night, matched up three pairs that fit him right. Now, I protest. My sample hose is half a size too large at toes. And in the length — I blush to see — it leaves all nude my maiden knees."

"And part below, and up the thigh, the chilly winds unhindered sigh. For you must know, Sir Bettexsox, there are two different kinds of docs."

That didn't deter Bettexsox, however. It wasn't long before it became apparent that women demanded high-quality hose, and the firm began manufacturing seamless women's hosiery.

In 1929, Bettexsox installed full fashioned hosiery equipment and became a leader in the manufacture and sale of full-fashioned sheer hosiery in silk and later, nylon. By 1927, Bettexsox added seven fully automatic machines that produced 24 stockings per hour. Those were replaced by two machines in 1945.

The Jefferson County Union wrote in 1930 that, in the Bettexsox Knitting Mill, "only the very highest quality of yarn is used in making 'no-protest' sox, the cotton hosiery is made from 'Sea Island' yarn, the strongest, longest and softest fibre and most expensive yarn made."

During World War II, Bettexsox had five contracts for making socks for the U.S. Navy. Nylon came into use in 1940, but disappeared until 1946 because of the war rationing.

The company was acquired by Johnson Hill Inc. in 1963 and by Nasco Industries two years later (Bettexsox produced cow blankets for Nasco). Early in 1965, it joined with Royal Industries of Chicago.

Uncle Josh

Uncle Josh Bait Co. was organized in 1922 as a partnership between Alan S. Jones and Urban J. Schreiner, who designed and developed a fish lure of pork rind which would imitate the action of a frog. Production started the following year.

The name "Uncle Josh" was chosen by the two founders because the man who rented them fishing boats at their favorite spot reminded them of a famous vaudeville comedian of the day known as Uncle Josh.

The first item made was the original green pork frog. Since 1925, many products have been added, including salmon eggs, catfish bait, trout baits, dough balls and metal fishing lures.

The original partnership was dissolved in 1949 and the company was incorporated. That same year, Uncle Josh built a new plant at its present Clarence Street location.

Highsmith

In 1956, Hugh Highsmith assembled a small stock of library supplies and books, set up shop in three rooms over a law office and sent a "product list" to prospective customers.

Today, the firm has just completed its sixth expansion at a rural Fort Atkinson location. The Highsmith Co. today produces catalogs marketing more than 20,000 items to libraries, businesses, schools, hospitals, museums and banks. It has more than 200,000 customers in the United States and foreign nations such as Puerto Rico, Canada, Guam, England, Africa and the Virgin Islands.

Recent years have seen the continued growth of Fort Atkinson's industrial base, with corporations such as Wand, Fort Packaging, Spacesaver and Norland locating in Fort Atkinson. It is hoped that they will continue to grow so that their names will be among those featured in "veteran" businesses when the city's bicentennial edition is published.

Holmes founded cheese co-op

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prettiest services that can be grown."

Fort Cheese Factory

The Fort Atkinson Cheese Factory was founded in 1868 by Daniel Holmes, who each year contacted dairy farmers to provide him with milk to produce cheese on a cooperative basis.

According to a contract for 1873, signed by early settlers Charles Rockwell, Milo Jones and others, Holmes was to "make all needful regulations, to employ such help and purchase such materials and supplies for us as may be necessary for the sufficient prosecution of the business ... As far as practicable the net proceeds of each sale shall be equitably divided among the several patrons according to the amount of milk furnished by each." The contract was for one year.

John Hill Press

Johnson Hill Press Inc. actually began in 1907, when George Pellegrin started "PCA Farming" for the Farm Credit System. In 1965, it changed its name to Johnson Hill Press and moved to its present location on Janesville Avenue. In 1970, it became independent and locally owned.

Johnson Hill publishes several agricultural periodicals, including "Farm Equipment," "PCA Farming," and "Feed & Grain Times," and other titles representing organizations such as Peterbilt.

Hartel Corp.

Brothers Doug and Thomas Hartel founded Hartel Corp July 1, 1973, with an initial capital investment of $600. It was located in a facility on Rock River Road and then on Riverside Drive.

The company designs, engineers, manufactures, installs and offers start-up and service for complete processing systems serving the dairy, food, cosmetic, chemical and pharmaceutical industries.

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We focus on Family Health Care.

From complicated eye surgery like this, to the most routine family health care, you can count on our top-notch, comprehensive program of services at Fort Atkinson Memorial Hospital. It's comforting to know that some of the most advanced medical technology in the country is so close at hand. And that our staff of dedicated professionals provide expertise along with the kind of caring and compassion you expect from a small-town hospital.

You can trust your whole family to Fort Atkinson Memorial for in-hospital and outpatient care. We also provide Rehabilitation Services and Home Health Care so you can continue to receive the same high-quality care while you're recovering in your own home. And, even if you're not the patient, our friendly staff is trained to make sure your needs are attended to as well. It's all part of the total family health picture at Fort Atkinson Memorial. We're moving ahead in family care.

- Family Practice
- Internal Medicine
- General Surgery
- Orthopedics
- Ophthalmology
- Otolaryngology
- (Ear, Nose & Throat)
- Pathology
- Pediatrics
- Radiology
- Urology
- Vascular Surgery
- Allergy
- Gastroenterology
- Gynecology
- Neurology
- Oncology/Chemotherapy
- Psychology
- Oral Surgery

General Visiting Hours 11AM-8PM
Maternity Visiting Hours 2PM-4PM, 6:30PM-8PM
(Grandparent & Sibling Visitation Available)

611 East Sherman Avenue, Fort Atkinson (414) 563-2451
'Union' still rolling off press

By Christine Blumer

There's no remaining copy of the March 17, 1870, issue of the Jefferson County Union, because editor W.D. Hoard forgot to save one. But it still is remembered for being the first Union ever to roll off the press.
The tiny four-page weekly began in Lake Mills but moved to Fort Atkinson on May 2, 1883, at the prompting of Fort Atkinson businessmen.
Hoard did not have sufficient funds to launch his own printing plant when he came to Fort Atkinson. So he turned to Miss Emma Brown, who was printing the Wisconsin Chief, a temperance newspaper located at the corner of West Milwaukee Avenue and South Main Street. He bought his own plant about 1883 at the corner of South Main and South Third streets.

On Jan. 23, 1885, Hoard separated the daily section into what became Hoard's Dairyman magazine. He continued the newspaper, which in 1899 was named the second-best weekly in the nation.
He moved to the present location at 28 W. Milwaukee Ave., in 1906.

An important date in the newspaper's history was March 1, 1946, when the Jefferson County Union became a daily newspaper.
The newspaper was known for being one of only a handful of newspapers nationwide that were published for a century by the same family. Gov. Hoard remained active as publisher until his death in 1918.

Frank W. Hoard, one of his three sons, succeeded him until his death in 1939. Another son, Halbert Hoard, served as the Union's editor for many years.

Frank's son, W.D. Hoard Jr., served as publisher until his death in 1972. He was succeeded by William D. Knox, who is publisher of Hoard's Dairyman magazine. In 1977, Brian V. Knox was named the publisher.

But it is the original Hoard who gets the most ink in this story in light of his colorful and interesting views as a publisher.
Hoard became known for his innovations in journalism and his flamboyant style in both writing and editorializing. He is said to have originated the concept of using community correspondents and placed a sales representative in each main subscription area.
He told his writers to "gather up as large a mass of facts concerning as large a number of people as possible, to make a complete picture of the social, religious and business life of the community.

By 1874, Hoard was advising his fellow editors at the Wisconsin Press Association to "make the paper a popular necessity.

"We have a limited yet honorable and important sphere to fill," he continued. "It is our manly duty to grow to the full circumference of our possibilities. We may not command the telescopic range or vision possessed by the city journal, but we have a right to remember that the microscope has become no less important in disclosing the world we live in."

In addition to local news, the Union placed great emphasis on editorial stances. While he did not believe in his reporters' being biased, Hoard did cross the paths himself, as evidenced in this lead: "A destructive fire occurred in the First Ward Friday night, whereby the soap factory of George Hyde was reduced to ashes. Although not an extensive establishment, it was all George had and thereby much to him."

In the book, "W.D. Hoard: A Man for His Time," author Loren Osmann reported that Hoard's most personalized outlet for his beliefs and philosophies was his column entitled "Musings."

In that outlet, Hoard offered many Hindu proverbs, such as, "Those whom God and their fellows love best are the true poetic souls of the earth." He warned that selfishness would make "desert wastes of our souls unless we struggle through the true and the beautiful."

And he noted once, "Heaven be praised for odd people. . . Maintain your individuality and you will bring relief to many a weary heart."

Many "Musings" dealt with the values of home and farm folk. He wrote against sobbybery and, according to Osmann's book, "was ahead of his time in his consciousness of sexual hygiene. He stressed German mothers for vigorous training of their children with American mothers who he felt had taught their daughters the pursuit of well-mannered, but to attract males, Girls would be better with work and study, he commented, adding, 'Life is a matter of exhaustive earnestness.'"

Marriage has many joys but it also imposes many grievous burdens, especially on the wife.""

Hoard's unique writing style and sense of humor were evident in the following written in the June 29, 1875:

"A youth who had breathed the blasts of between 35 and 40 winters called upon one of our justices last week and offered 50 cents for divorce. The poor fellow, with tears in his eye and heart and related the following tale.

"His wife loved him fervently but she weighed 280 pounds and of course was not one to let her lover play the center in one man. So he kindly invited a neighbor to his house to play seven-up. As he expected, his wife soon found a button in which to repose the balance of her affection; all went well until one day he drew his saw from its case and made his kitchen window out and sounds of woes and bloodshed filled the air.

"His neighbor's wife had arrived and the two women were discussing the question of equal rights. He did not go into the house for three hours, as he had to look after his stock; at 9 o'clock he returned and broke the premises and came to the conclusion that his wife had been lured but at a terrible cost. The remains of a $20 set of tea cups were scattered about the

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Jefferson County Union employees pictured on Dec. 25, 1890, are Sue Nichols, Isadore Cowan, Millie Brandel and Birdie Morrison.

'Chief' was first paper

By Christine Blumer

It's not front-page news that the Daily Jefferson County Union is Fort Atkinson's only daily newspaper. However, it is newsworthy in that it is the longest-published sheet in the city's 150 years.
The first newspaper in Fort Atkinson actually was the "Cayuga Chief," later called the "Wisconsin Chief," established by Thurlow Week Brown at Auburn, N.Y., in January 1849. It moved to Fort Atkinson in October 1856.
The Chief editorialized in favor of the temperance movement, mainly because he and his sister, Emma, were advocates of temperance and human freedom. It was published Wednesday in its West Milwaukee Avenue office, which also printed the Jefferson County Union for owner W.D. Hoard.

Thurlow died in 1866, so Emma Brown continued to publish until ill health forced her to turn over the subscription list to the publishers of the Western Good Templars.
The Fort Atkinson Standard was first published by J.A. Shepherd in 1859. Shortly thereafter, he sold it to J.C. Keeney. The newspaper was published Thursdays and was said to favor the Republican Party.

Another short-lived newspaper was the Fort Atkinson Herald. Established in 1866 by Henry S. Ehren, the Herald was located on Milwaukee Avenue where the former Hoffman Shoe Store was located.
The newspaper, which also leaned toward Republican, then was taken over by H.M. Kuhn, who sold the Inter- Echo to Hoard in 1867, when Hoard was editor who, for an unknown reason, suddenly left town in 1873.
The Fort Atkinson Chronicle was founded by Miriam S. Parkins, and it underwent several name changes before merging with the Daily Jefferson County Union in December 1914. The Chronicle in 1903 was sold to Charles Richards, who called it the Jefferson County Democrat.

Three years later it was purchased by a Mr. Merril and C.C. Nettebaum. The latter bought out his partner and ran the paper until 1928, when he sold out to men named Wicklund and Schmied.

It was that year when the name became the Fort Atkinson News. Ted Hartman bought out Schmied in 1929, operating the News for 13 years.

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Chief published in 1856

(Continued from page 58)

In 1940, E.L. Hartman became associated with the paper, changing it two years later to the Fort Atkinson Daily News, published by Ray Breweiser.

In 1947, it merged with the Daily Jefferson County Union.

It was in 1938 that G.W. Knutsen founded the Fort Daily Reminder, classified as a "shopper news" and operated out of his home on South Water Street until he went into service during World War II. Knutsen was severely injured and never returned to resume publication. Upon the merger of the Fort Daily News and Jefferson County Union, former Reminder staffer Byron Bullock reestablished the weekly publication and later in the year, formed a partnership with Harley Von Haden, another Reminder alumnus. Bullock sold out to Von Haden who continued to print the Reminder until its sale to Harland and Diane Everson in 1983.

LeRoy Gore, a former editor of the Jefferson County Union began a monthly rural magazine called "Down on the Farm" in the late 1960s and hired Byron Bullock as ad manager. Gore started a new publication in 1968 and Bullock purchased Down On The Farm in 1961, turning it immediately into a bi-monthly and then into a weekly publication with a pictorial format called "Town and Country Reporter."

The paper enjoyed wide popularity throughout Jefferson County during the 1980s for its coverage of "ordinary people" events such as 4-H programs, church projects, parties and weddings. An outspoken, political conservative, Bullock always regretted being unable to generate any controversy with his competition because they shared the same opinions. Poor health prompted the sale of the paper in 1969 to Jerry Rogan, who moved the operation to his native Jefferson.

Not much color choice

Back in 1915, a single choice of a black Model T was available. That Model T, with freight and delivery cost just $500.00.

TUTTLE'S PHARMACY

Family owned and operated in Fort Atkinson for 55 years!

From 1931 when Harold Tuttle purchased the Judd Gates Drug Store on South Main Street until the present, the Tuttle family has been serving Fort Atkinson area residents.

In 1944 Harold Tuttle was joined in business by his son, Jim. In 1972 Jim's son, Jon, joined his father in the operation of the store.

Numerous remodeling projects have been completed to expand the store and maintain the high degree of service that customers have come to expect.

Above: Jon and Jim Tuttle at work in the Tuttle Pharmacy of today.
Left: The original Gates Drug Store which occupied the south half of today's Tuttle's Pharmacy.
It took a whole week to read "Union."

By Joan Jones

Reading early editions of the Jefferson County Union is a pleasant way to step back in time. To get an idea of what life was like in Fort Atkinson was like a century ago, I went to the basement of the Hoard Historical Museum, where the bound volumes of the city's oldest continuing newspaper are housed.

The Union was first published by W.D. Hoard in 1871, but since those copies are available only in microfilm, I arbitrarily decided to read the 1883 volume.

The early Jefferson County Union was weekly, published on Friday. It was larger in size than today's daily version and had nine instead of the current six columns of copy. The type was smaller and there were no banner headlines. Its format was typical of the times, as Fort Atkinson's other two newspapers, The Fort Harald and The Chronicle, look similar.

On the front page, the left column was a business directory with advertisements for the most prestigious local doctors and lawyers. At the bottom was a promotion for Zeppe's, a patent medicine guaranteed to cure biliousness and dyspepsia.

The remainder of the front page contained international, national and state news gleaned from accounts in other papers. The news, which was probably not too current, seemed to feature disasters, as fires, floods and tornadoes were well covered. Every edition contained a murder story, a tragic accident or a bizarre death such as an accident with a somersault or an intoxicated painter falling from a smokestack.

Elections were located beneath the masthead on the inside first page. There was not always an editorial written by Hoard; more frequently, other newspapers' editorials were quoted.

The editor and paper were Republican and Republican candidates and causes were championed. In 1883, Fort Atkinson's L.B. Caswell completed his eight years as a congressman and several columns were devoted to his accomplishments - some written by the editor, but many others from independent sources, including a letter from "an honest Democrat."

The political bias of the editor was evident as he wrote in one column, "There are yet in the Republican party thousands of men who have not 'bought and sold in the temple' or 'bowed the knee to Baal.' They believe fair play is a jewel, politics or no politics."

The editor was what we might consider a law-and-order man. One editorial decreed the verdict in a murder trial, "The machinery of law and function of the lawyer seems to be mainly employed of late in assisting scoundrels prey on society. Mob law and execution of justice by individual is a deplorable remedy but it seems to be the only one that is likely to do the business."

Directly below the editorials was the dairy department, and here the interest and enthusiasm of editor Hoard was evident. There were never less than two columns devoted to dairying and farming. Of course, that later grew into Hoard's Dairyman magazine.

Marriage notices and obituaries followed. Some of the marriage notices included a list of presents received, including the names of gift givers. Lucky was the bride who received a china tea set, a silver cake basket, pickle carter, satin appliqué tidy, celluloid and Russian leather toilet case, as well as an easy chair.

Gifts of money were listed and $2 seemed to be the usual amount. But, alas, a note from the editor about half way through 1883 stated firmly that it is not considered good taste to publish a list of wedding presents, so the practice ceased.

Obituary notices were interesting in a grisly way. These were written in a lofty and noble style, but were often very specific as to cause of death. In 1883, some causes of death were paralysis of the lungs, attack of apoplexy, congestive chills and drenching aliment.

Succides were covered in detail. One poor lady took an acctate of potato which, the article explained, she bought at a Jefferson drug store. The possible reason for the suicide often was the topic of speculation.

Insanity was also a familiar subject. There were several reports of people sent to the Madison Insane hospital, one a young girl. And one Fort Atkinson woman was "attacked with insanity while she and her husband were visiting friends in Minne
dota."

The local news column which followed the editorials was generally more cheerful with its reports of parties and dances as well as frequent items about new buildings and businesses. The most desirable organization for young ladies must have been the Star Bloom Brigade. This group dressed in attractive costumes and entertained crowds at the municipal opera house (Arcadia) by performing military drill routines with brooms instead of guns. The Star Brigade also had a fund-raising ice cream social on the lawn of Dr. H. White's residence, which today houses the museum.

The Owl Club held 10 dances a year at the municipal building. It was reported that "100 couples charmed the glowing hours with flying feet un
til midnight."

Fraternals organized, a reading club and church groups met often and their activities were well covered in the local news. There were performances of traveling troupes and local talent at the opera house. In 1883, roller skating came to Fort Atkinson (also to the opera house) and was enthusiastically received.

Sports were not as well covered as today. There was a Fort Atkinson baseball club, the Brown Stockings, and the score of their game against Palmyra was 87-7. This is somewhat better than the Lake Mills Paralyzers, who lost a game 61-41.

Civic pride and encouragement of growth was a theme often found in the local news column. The editor took pride in reporting that five carloads of livestock had been sold or that Will Fingers had an elegant new chair for his shaving parlour.

Hoard happily noted, "We see that the spirit of improvement has taken the increased possession of our people this season. Considerable effort has been laid out in fixing up many of the homes and it tells in the general appearance of the city."

But apparently there were still some problems, because the paper admonished its readers, "Don't throw old tin cans and pans and old bottles and bits of crockery into the street for horses to cripple them
selves on."

Sparring with Jefferson was part of the picture even in 1883. The editor wrote, "We have only the kindest of feelings for Jefferson and many times have driven there to en (Continued on page 65).