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Dedication of the memorial to William Dempster Hoard at the College of Agriculture; University of Wisconsin, Madison; February third, nineteen hundred twenty two. 1922

Fort Atkinson, Wisconsin: W. D. Hoard & Sons Co., 1922

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Dedication of the Hoard Memorial



*College of Agriculture
University of Wisconsin*

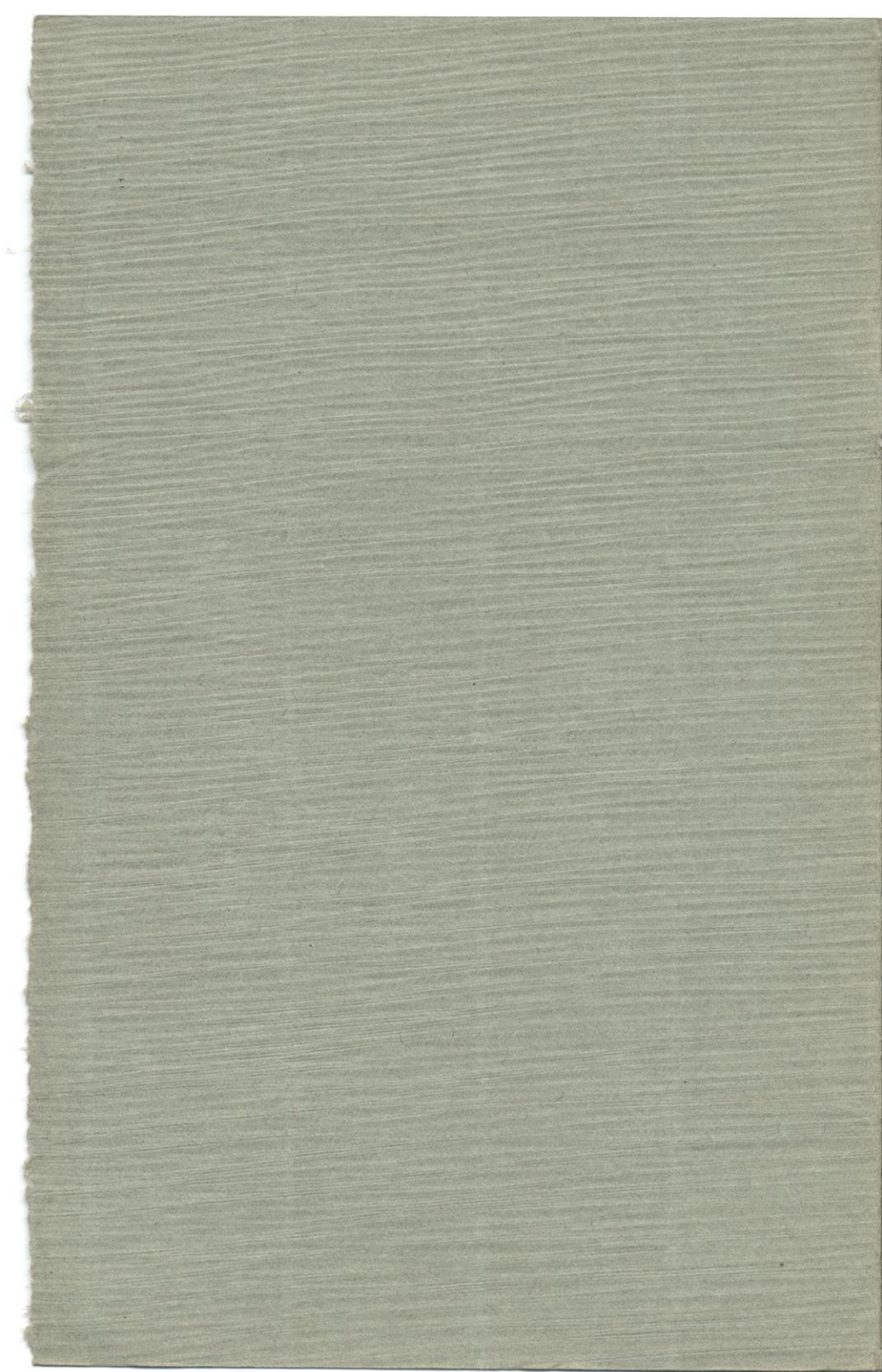
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Hoard Memorial

MADISON, WISCONSIN

February third

nineteen hundred twenty two



Dedication of the Memorial

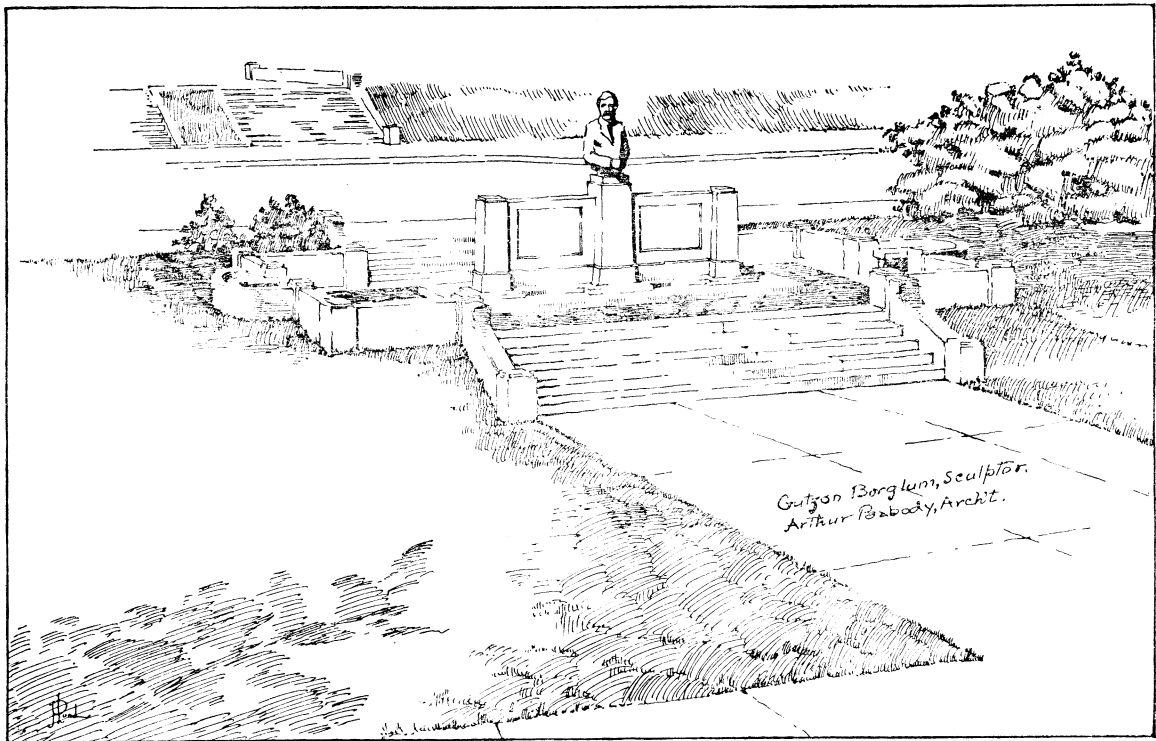
to

William Dempster Hoard

at the

College of Agriculture
University of Wisconsin
Madison

February third
nineteen hundred twenty two



Gutzon Borglum, Sculptor.
Arthur Parbody, Archt.

The Hoard Statue Setting

The Statue of Governor Hoard was studied by the sculptor with regard to the character of the man, his relation to his time and to the state. It is the portrait of a man among men, a leader, yet not separated from his fellows. The intention of the sculptor was followed closely in the setting which is designed to enhance the artistic value of the statue.

There is much of dignity in the treatment of the statue precinct and little of the kind of formality which repels. The statue is held close to the ground. It may be viewed intimately. The steps leading to the pedestal invite approach. The seats on either side suggest welcome.

The place of the statue at the entrance to the College of Agriculture is fortunate. The statue dominates the location and commands attention. It will always be the principal figure in this important part of the University grounds.

The material employed in the setting is native to Wisconsin, a hard white crystalline stone particularly suited for the purpose. The steps, the seats, the low curb walls, the pavements, will be made of this stone. The central portion of the platform about the pedestal will be paved with deep rose red vitrified brick set in cement.

The architectural treatment of the setting will be simple, in order to conserve the importance of the statue, and to fit in with the landscape design and so form a complete ensemble.

ARTHUR PEABODY
State Architect

February 2, 1922

Dedication Program

Charles L. Hill
Chairman Hoard Memorial Committee
Presiding

Music . . . America, the Beautiful

Invocation . . . Reverend John Faville
Lake Mills

Presentation of the Memorial . Charles L. Hill

Unveiling of Memorial . . Helen Hoard

Acceptance on Behalf of the University and the
State Edward A. Birge
President of the University

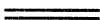
Appreciation D. D. Aitken
Flint, Michigan
W. W. Marsh
Waterloo, Iowa

Music America

America, the Beautiful

Oh beautiful for spacious skies,
For amber waves of grain,
For purple mountain majesties
Above the fruited plain!
America! America!
God shed His grace on thee
And crown thy good with brotherhood
From sea to shining sea.

O beautiful for patriot dream
That sees beyond the years
Thine alabaster cities gleam
Undimmed by human tears!
America! America!
God shed His grace on thee
And crown thy good with brotherhood
From sea to shining sea!



America

My country, 'tis of thee,
Sweet land of liberty,
Of thee I sing;
Land where my fathers died,
Land of the pilgrim's pride,
From every mountain side
Let freedom ring.

Our father's God, to Thee,
Author of liberty,
To thee we sing;
Long may our land be bright
With freedom's holy light;
Protect us by Thy might,
Great God, our King.

History of the Memorial

THE memorial, unveiled today, is the tribute of those interested in dairying to a man and his associates who with vision laid the foundation for modern dairying. It is a gift of warm admirers living in every state of the Union and in several foreign countries. Because of their appreciation for the work of William Dempster Hoard and his pioneer associates, they responded gladly and eagerly to the invitation to join in erecting a memorial in memory of the work of these men.

The idea of recognizing the leadership of these men originated at a casual conference of agricultural leaders held in the Middle-West several years ago. In that informal gathering were Dr. Harry Faville, Wilbur W. Marsh, D. D. Aitken, Charles L. Hill and several others who appreciated the debt of gratitude which dairying in particular, and diversified farming in general, owed to these men. The movement was started to pay fitting tribute to their work and a committee was appointed to

solicit funds. The world-war deferred the work, but did not discourage the members in their determination to pay honor to whom honor was due.

After a careful review of America's sculpture, Gutzon Borglum was asked to consider the project of expressing in memorial form the nation's appreciation of the founders of modern dairying. Mr. Borglum visited Mr. Hoard at his home in Fort Atkinson and has faithfully sought to portray agricultural thought and leadership.

This is one of the first memorials dedicated to agriculture. Our parks and parkways are filled with testimonials to men of military and naval valor, to poets, to artists, to musicians and to statesmen, but the field of agriculture has been long overlooked. This tribute will serve to dignify the position which the farmer occupies in the life of the community, the state, and the nation.

Situated at the head of the Agricultural Mall, this memorial will be in daily view of thousands of students in the years to come, and will serve as an inspiration to lead them to a far better appreciation of the importance and dignity of farming.

Sculptor

Gutzon Borglum

Memorial Committee

C. L. Hill

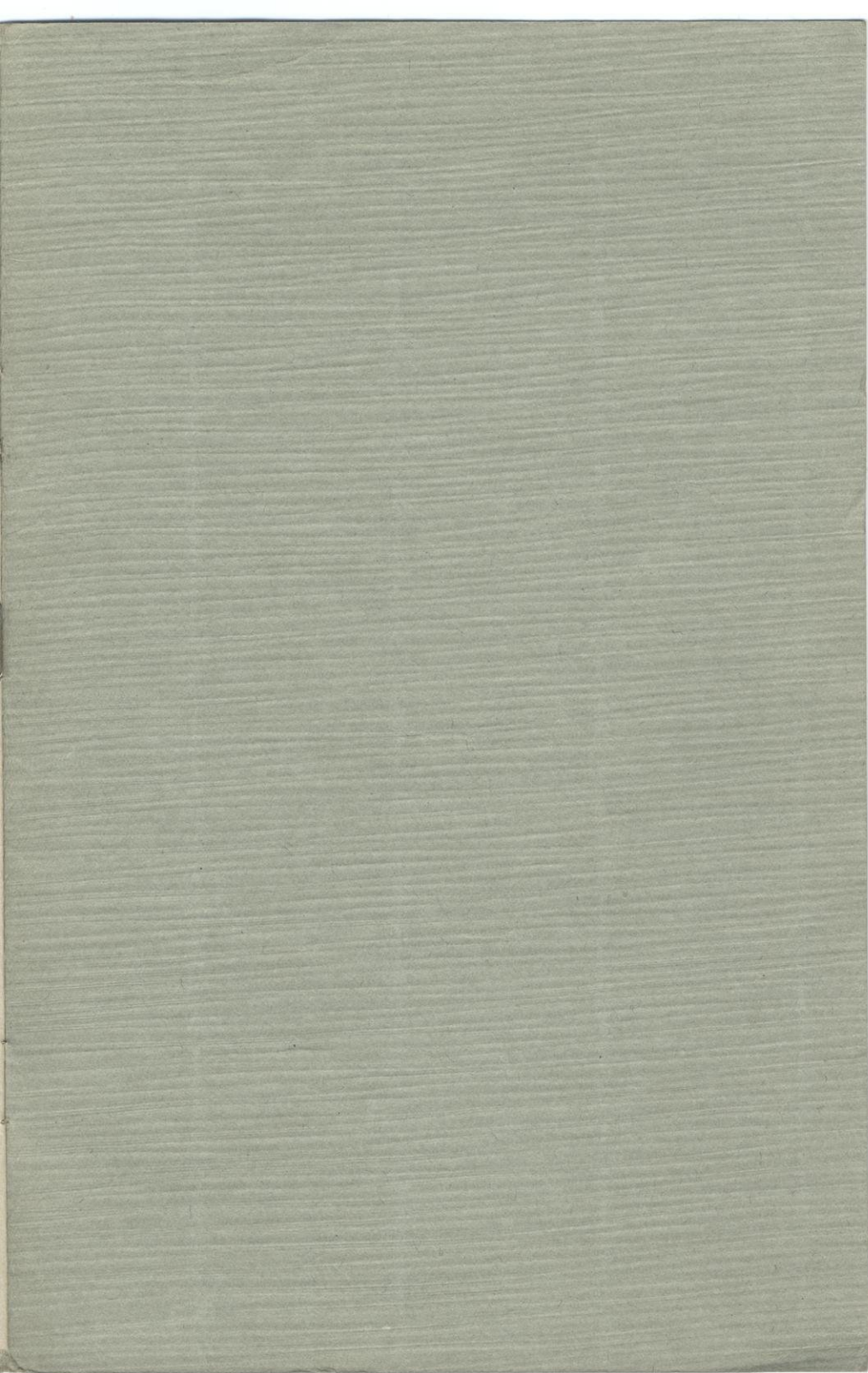
D. D. Aitken

W. W. Marsh

M. D. Munn

H. H. Wing

A. W. Hopkins



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