IN THIS ISSUE

Feature Story

On The Mexican Border
100 Years Ago

Hansen Does His Part
to Mobilize the Masses
Soldiers, Sailors, Airmen, Marines and Coast Guardsmen from Wisconsin of nearly every generation have answered when their nation called them to service. These brave men and women are the very reason we have America. Why America has remained free. Why America has been a symbol of strength. We have these things because of those who donned the uniform, served, and sacrificed.

As the beneficiaries of their legacy, we must ensure that the achievements and sacrifices of those who served are never forgotten, which is why we tell their stories to future generations. Those who distinguished themselves on the battlefield started by simply answering the call to serve, but with their service left an indelible impression on those who knew them.

Our Wisconsin Veterans Museum is an amazing place to learn about the service and sacrifice of our local heroes and see what it was like for those who left home to serve abroad. Remembering those who have gone before us is why our museum is so important.

Those who fought in World War I were part of a great lineage of Americans who answered their nation’s call. Although the veterans of that Great War have all passed, their legacy of service and sacrifice lives on. As those who fought before them in our nation’s conflicts, they marched on with a will to win and the personal courage to secure victory – traits still prevalent in those who now serve our nation in our Armed Forces.

John A. Scocos
Secretary
FROM THE ARCHIVES
Photograph from Ralph Watzka collection (WVM Mss 2125). To learn about his story, see page 7.
The last few months have been a flurry of activity at WVM. On May 27, we opened our first of two exhibits dealing with the First World War. *The Art of Persuasion: Mobilizing the Masses in WWI* opened with significant media coverage. Featuring nearly 30 wartime posters, this exhibit examines the role of the Committee on Public Information in shaping American opinion and action during WWI. Preparation for the second WWI exhibit has already begun. The successor to *The Art of Persuasion* will examine the experiences of five Wisconsin WWI veterans. This exhibit, featuring their very different stories, promises to provide our visitors with a more personal and in-depth look at the WWI experience.

Meanwhile, the re-development of the King Veterans Home exhibit gallery continues on schedule. In concert with museum staff, Split Rock Studios out of St. Paul, Minnesota is poised to present the first design draft in July 2016. Drawing heavily from our Oral History Collection, this approach will also use the stories of Wisconsin veterans as a backdrop for a chronological examination of Wisconsin’s role in America’s conflicts. We anticipate an early 2018 opening date for our new gallery at King.

Of course all of this has been going on during our busy school group season. Despite the challenges of navigating downtown construction projects, May was particularly busy with visiting school groups. Still, after a slight decline several years ago, school attendance has remained relatively flat over the last few years. In order to increase school participation, Museum education staff members are crafting an education-specific strategic plan that seeks to provide greater relevance and consistency to our program offerings. Part of the plan includes the addition of part time, paid employees to help with tours and special programs. The augmentation of a veteran volunteer docent corps with regularly scheduled staff members will allow for greater access to the Museum and its offerings.

On the outreach front, the Museum has partnered with Wisconsin Public Radio and Wisconsin Public Television to present *Wisconsin Remembers: A Face for Every Name*. This traveling exhibit consists of fifteen banners that feature a photo for each of the 1,161 Wisconsinites officially listed on the Vietnam Veterans Memorial in Washington, D.C., with two additional banners from names listed at The High Ground in Neillsville, Wisconsin. The Wisconsin Veterans Museum will manage the traveling exhibit as a part of its *Marching Across Wisconsin* exhibits program. The photos were collected by volunteers throughout the state.

Finally, I want to thank all of you for your continued support to the Museum and, in particular, its new programs like Mess Night. The latter has been extremely successful due to your participation.

Michael Telzrow
Director
HANSEN DOES HIS PART
MOBILIZING THE MASSES

Prior to World War I, the United States maintained a small army. In 1917, just before the U.S. entered the war, approximately 200,000 men were in the army. In the lead up to the war, the government understood that it had to bring more volunteers to the army. But first, they had to gain the support of a populace that valued isolation from European conflicts. Hostile incidents involving the U.S. made it more imperative for the U.S. to join the Great War.

In the Wisconsin Veterans Museum’s archives is a small selection of photos and letters that show us a little about military recruitment leading up to World War I. Frederick M. Hansen was a Danish immigrant whose family came to Wisconsin, settling near Owen to farm, in the 1890s. Hansen had other ideas, as his interest lay with the military. His collection does not reveal why he joined the U.S. Army. His desire to serve was important enough for him to file his intention to become a citizen on July 15, 1898. He probably used a Danish cowpox inoculation certificate to prove his age to citizenship officials. Both documents are in our collections.

Immediately after declaring his intent—in fact, the very next day—Hansen enlisted at Chicago, Illinois. He was placed in the 4th Infantry Regiment, Company C and sent to the Philippines during the Philippine-American war. He must have adapted well to life in the Army, because Hansen re-enlisted an additional 13 times. After his Philippine service, Hansen was transferred around the United States, serving in Texas, Minnesota, and finally, Omaha, Nebraska. Leading up to World War I, he served at a recruiting office in Omaha. Hansen was likely an excellent recruiter. He was a loyal serviceman, re-enlisting every time he could. He could talk with potential recruits about traveling while serving. Letters in his collection also point to his value as quartermaster. After he had retired in 1924, his last post sent updates about their progress with their equipment inventory. They also requested that he come back to assist in finding missing equipment. His superiors prized his memory and apparent attention to detail.

Hansen, as a recruiter, had stories of service and travel in foreign countries to tell his potential recruits. We do not know how many men Hansen brought into Army life, but he is an example of the type of men who encouraged others to volunteer for the war in Europe. Hansen spent his retirement years traveling and his final years at the U.S. Soldiers Home in Washington, D.C. He died in 1957 and is buried in Owen, Wisconsin.

The U.S. government’s recruitment efforts benefitted from the media campaign developed by the Committee on Public Information. Our new exhibit, The Art of Persuasion: Mobilizing the Masses in WWI, looks at how posters, speeches, pamphlets, and movies shaped public opinion of the impending war. Recruiter Hansen may have seen men in his office inspired by these posters.
TRAVELING EXHIBITS

The Wisconsin Veterans Museum, with the support of the Wisconsin Humanities Council, offers a traveling exhibit program. The Museum sends free pop-up exhibits to diverse venues across the state. We are excited to send the exhibits to the following locations this year. If you happen to be in the area, be sure to stop by! The Wisconsin Humanities Council is honored to include the Working Warriors exhibit as part of its Working Lives Project. Go to wisconsinhumanities.org for more details.

**Fur, Feathers, and Fidelity: Military Mascots**
Wisconsin Brewing Co.
Verona, Wisconsin
July 19 – August 31

**Washington County Historical Society**
West Bend, Wisconsin
September 6 – October 1

**Washington Island**
Door County, Wisconsin
October 18 – October 31

**Working Warriors: Military Life Beyond Combat**
Marshfield Public Library
Marshfield, Wisconsin
August 10 - August 26

Oconto Falls Community Library
Oconto Falls, Wisconsin
September 6 – September 28

Verona Public Library
Verona, Wisconsin
September 6 – October 8

Monroe Public Library
Monroe, Wisconsin
October 6 - October 25

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**OHMS**

The Wisconsin Veterans Museum is excited to announce the beginning of online accessibility for our Oral History Collection. In April we implemented the Oral History Metadata Synchronizer (OHMS), a tool designed to enhance access to recorded oral histories developed by the Louie B Nunn Center for Oral History (University of Kentucky). OHMS allows users to hear or watch the interviews while searching through a completed transcript and/or an interview index.

The first batch of interviews accessed through this new tool on the Wisconsin Veterans Museum’s website feature veteran artists from the *WAR:RAW Healing Military Trauma through Expressive Art* temporary exhibit that was on exhibit at the Museum through the beginning of May. We are making these interviews available online with the hope that the conversation about the mental health of our veterans continues after the exhibit has been taken down.

The addition of more interviews into OHMS will be ongoing. In September we plan to add several interviews with veterans of Operations Enduring Freedom and Iraqi Freedom to recognize those who served after the terrorist attacks of September 11, 2001. And in 2017, we plan to feature interviews with World War I veterans to mark the centennial of American involvement in that war.

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These are just a few of the pieces from the remarkable collection of Ralph J. Watzka, a World War II veteran from New Denmark, Wisconsin who was one of the first to volunteer for the Army’s new parachute program in 1940. Watzka served as a radio operator in the 501st Parachute Battalion and was stationed in Panama for a year before his battalion became part of the 503rd Parachute Infantry Regiment in December 1942. Unlike other European Theater-bound airborne units at the time, the 503rd was sent to the Pacific. Watzka took part in the unit’s first combat jump the following September in New Guinea. One month later, Watzka fractured his leg and back during a jump. After he recovered, he spent the remainder of his service training new parachute soldiers at the Parachute School in Fort Benning, Georgia. Shown here are Watzka’s early M1941 parachute jumper’s coat, chest microphone and receiver, woolen boot covers worn to soften landings, a ripcord handle kept from a parachute that malfunctioned during a jump, and the crate he shipped his belongings home in when he returned to the States in 1944.
One hundred years ago this summer, President Woodrow Wilson mobilized the Wisconsin National Guard. However, he did not send them to Europe, where a World War raged. Instead, they went to Texas to protect our border. While this service did not involve pitched battles or high casualties, these men answered the call to duty and did what was asked of them. What’s more, many would go on to fight in the trenches of World War I. For these reasons, we remember their service on its 100th anniversary.

When the United States officially recognized Venustiano Carranza as President of Mexico in 1915, it angered Mexican revolutionary Pancho Villa, who began striking out against Americans in a series of escalating events. In March 1916, Villa and his men attacked Columbus, New Mexico, killing several American civilians and soldiers. In response, President Wilson ordered U.S. military forces to pursue and capture Pancho Villa.

On March 15, General John J. Pershing led federal troops into Mexico without the permission of the Mexican government. As they proceeded further into the country, Carranza threatened military action of his own. War with Mexico seemed close and raids into the United States grew in number. In June, Wilson called the National Guard into federal service.

Roughly 4,000 Wisconsin National Guardsmen reported to Camp Douglas in June and July. They deployed to Camp Wilson, Texas, located outside of San Antonio, near the grounds of Fort Sam Houston. Most of their time there was spent drilling and training, but several noteworthy incidents occurred. They carried out a two day hike to Leon Springs for target practice with live ammunition in August. The night before they began their march back to Camp Wilson, a Category 4 hurricane struck their camp while the men slept. Almost every tent in the camp was blown down but no serious injuries were sustained. The units commenced their march in the pouring rain and arrived at Camp Wilson exhausted and completely drenched.

The following month, while on an 80 mile march to Austin, the Wisconsin troops took part in a simulated battle. On September 18, the roughly 4,000 Wisconsin National Guardsmen defended the city of New Braunfels against 10,000 Guardsmen from other states and held off the superior force for the better part of a day. Soldiers on both sides fired over 80,000 rounds of blank ammunition during the exercise. The mock battle and long march gave the men valuable experience in
organization, fighting, and supplying men in the field.

The Wisconsin troops returned to their home state in the first few months of 1917. While they did not have much opportunity to utilize their training in Texas, their service was far from in vain. Mere months after they returned to Wisconsin, the US declared war on Germany, and many of those same men were called into service as part of the newly formed 32nd Division. On the battlefields of France, the training and drills performed at hot, dusty Camp Wilson paid huge dividends as the 32nd Division proved itself to be one of the finest in the entire American Expeditionary Forces.
This jacket belonged to Lawrence Roberts, a machine gunner on the B-24 bomber *Sleepy Time Gal* during World War II. The Wisconsin Veterans Museum Fall 2016 Bugle will feature Roberts’ story.
12th Annual Golf Outing

WVMF
The Oaks Golf Course

11 July
9:00 am | 5:30 pm

Four-person scramble featuring:
- Golf ball toss
- Putting contest
- Prizes for holes-in-one
- Prize drawing

9:00 AM | Registration
11:00 AM | Tee time
4:15 PM | Reception | Awards

Individual
- $95 Early Bird
- $125 after June 10

Foursome
- $380 Early Bird
- $500 after June 10

Proceeds from this event will support the award-winning educational programs and exhibits of the Wisconsin Veterans Museum.

Contact the Foundation Office at (608) 261-0536 or eileen.newcomer@wvmfoundation.com

Thank you sponsors!
**THE WISCONSIN VETERANS MUSEUM**

Program Location is The Wisconsin Veterans Museum, 30 West Mifflin Street, Madison, WI unless otherwise specified.

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**SPARK!**

Tuesday, July 5, 2016 — 10:00am-11:30am

Thursday, July 7, 2016 — 10:00am-11:30am

SPARK! Cultural Programming for People with Memory Loss is a new program being held at museums and arts organizations throughout the state. These FREE 90-minute program sessions will tap into the pasts of those suffering from Alzheimer’s and dementia. Join guest artist, Drew Matott, in the ancient art tradition of papermaking.

This event is open to the public. To register, contact Erin Hoag at (608) 264-7663 or visitor.curator@dva.wisconsin.gov

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**Art at the Museum: WVM Paper Workshop**

July 7, 2016 — 6:30pm- 8:30pm $20/member $25/non-member

Guest artist Drew Matott uses the ancient tradition of hand papermaking as a vehicle for personal expression and cultural change with veterans. Come learn about the Veterans Paper Project and participate in a hands-on papermaking workshop. Light refreshments will be provided.

This event is open to the public. Advance registration is required. For more information or to register, please contact Erin Hoag at 608-264-7663, or visitor.curator@dva.wisconsin.gov.

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**12th Annual Golf Outing**

July 11, 2016 — 9:00am- 5:30pm

The Wisconsin Veterans Museum Foundation 12th Annual Golf Outing will take place at the beautiful Oaks Golf Course in Cottage Grove. Proceeds from the event support educational programs and exhibits at the Wisconsin Veterans Museum. Sponsorships are available.


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**Mess Night at the Museum: MRE Challenge**

August 18, 2016 — 5:30pm- 8:00pm $22/members, $30/non-members

**MESS NIGHT AT THE MUSEUM: MRE (Meal Ready to Eat) Challenge**

Ever had an MRE? Try our version, transformed by local Madison chefs. During your meal, listen to firsthand accounts about food and eating in the field over the years.

Advance registration is required with payment due at the time of registration. Registration is due by August 4. Cancellations for refund must be requested no later than two weeks prior to the event. For more information or to register, please contact Erin Hoag at (608) 264-7663 or visitor.curator@dva.wisconsin.gov

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Visit www.wisvetsmuseum.com/events for 2016 Museum Programs

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12
**GALLERY NIGHT**
5:00 PM - 8:00 PM
We are participating in the Madison Gallery Night presented by the Madison Museum of Contemporary Art. Explore the Museum and experience our new temporary exhibit *The Art of Persuasion: Mobilizing the Masses in World War I.*

**TALKING SPIRITS CEMETERY TOUR CANDLELIT**
6:00 PM - 7:30 PM Location: Forest Hill Cemetery
For the first time ever, join us for guided candlelight tours through the Forest Hill Cemetery. There will be four tours leaving every half hour between 6:00 PM and 7:30 PM. Pre-registration will be available online.

**TALKING SPIRITS CEMETERY TOUR PUBLIC DAY**
12:00 PM - 4:00 PM Location: Forest Hill Cemetery
On this 90-minute tour, local actors portray the contributions of Wisconsin Civil War soldiers and citizens buried at Forest Hill Cemetery. Tours leave every 20 minutes between 12:00 PM and 4:00 PM. Online registration will be available.

**MESS NIGHT AT THE MUSEUM: WE GOTTA GET OUTTA THIS PLACE**
5:30 PM - 8:00 PM Registration is required
Join author Doug Bradley as he explores the soundtrack of Vietnam. This Mess Night will feature Vietnamese and Lao cuisine.

Program location is the Wisconsin Veterans Museum, unless otherwise specified for detailed event information visit:

WWW.WISVETSMUSEUM.COM/EVENTS

**THANK YOU COLLECTION DONORS!**
A most sincere thank you to all who donated to our collections from March 2016 through May 2016. Thank you for your generosity and support of the Wisconsin Veterans Museum.

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Fun Fact:
One of the copies of the Vicksburg Citizen newspapers from July 2, 1863 in our collection was authenticated as an original copy by a series of spelling errors in the text.

SAVE THE DATES
In April, the Foundation said goodbye to Board Member Joel Skornicka and Board Treasurer Ashley Kumbier. We thank them for all of their hard work and dedication, and wish them the best of luck in the future!

The Foundation Board also welcomes our new Board Treasurer Dan Heiliger. Dan has strong family ties to the Wisconsin Veterans Museum and joins the Board with extensive experience in both financial reporting and auditing. He currently serves as the Controller for Musicnotes, Inc. and holds a CPA designation. We are very happy to have him!

Thank you to all of our members who responded to our survey! Your feedback is invaluable to us and will be used as we work to strengthen the Wisconsin Veterans Museum’s Membership Program.

We learned how much you value The Bugle and that it’s the most used benefit of your Museum membership. We hear you and will continue to provide you with excellent stories of our state’s veterans and bring you updates on the Museum. You also told us you want more news and want to learn more about our collections and what we do at the Museum. We listened. Be on the lookout for monthly email updates along with Member Behind the Scenes and Gallery Tour dates.

Foundation Staff Members, Liz and Eileen, encourage you to call and email with your comments, questions, donations, membership renewals, address updates, etc. Please contact the Foundation Office at (608) 261-0536 and email Liz at Liz.Orella@WVMFoundation.com or Eileen at Eileen.Newcomer@WVMFoundation.com.

New Hands-on Workshop! OPEN TO THE PUBLIC!

ART AT THE MUSEUM:
WVM Paper Workshop

Thursday, July 7, 2016 | 6:30 - 8:00 PM
30 W. Mifflin St. Madison, WI 53703

Join guest artist, Drew Matott in our ART AT THE MUSEUM workshop as he teaches the ancient art tradition of paper-making.

For more information call: 608-264-7663
Fee (includes refreshments): $20 member | $25 non-member
Registration/Cancellation deadline: Thursday, June 23, 2016

Register Online at: WisVetsMuseum.com/Events
THE WISCONSIN VETERANS MUSEUM
30 WEST MIFFLIN STREET
MADISON, WI 53703
ON THE CAPITOL SQUARE
608.267.1799
www.wisvetsmuseum.com

MUSEUM HOURS
Closed Mondays
Tuesday-Saturday 9:00 AM–4:30 PM
Sunday (April-September) Noon–4:00 PM

RESEARCH CENTER HOURS
Monday by appointment only
Tuesday-Friday 9:00 AM–3:30 PM

MUSEUM MISSION
The mission of the Wisconsin Veterans Museum is to commemorate, acknowledge, and affirm the role of Wisconsin veterans in America’s military past.

**The Bugle**
The Bugle is published quarterly through the support of the Wisconsin Veterans Museum Foundation for our members and friends. The Wisconsin Veterans Museum Foundation provides funds for the support of artifact acquisition, exhibit production, and the development of educational programs.

COMMENTS & SUBMISSIONS
We welcome your comments and editorial submissions concerning *The Bugle*. Comments and submissions should be sent to Karen Burch at Karen.Burch@dva.wisconsin.gov.

JOIN US ONLINE!
A most sincere thank you to all who purchased a membership from January 2016 to May 2016. We cannot provide quality programming and award-winning exhibits without your help.

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