

Title: Hokanson, Rudolf and Choral

Reference Code: Mss-0548

Inclusive Dates: 1907-1964

Quantity: 4.03 cu. ft. total

Location: Sm. Mss.

RC #1, Sh. 003-013 (4.0 cu. ft).

Microfilm Rel #121 – auto scrapbook

Abstract: Rudolf Hokanson was born in Sweden on Christmas Day in 1879. He immigrated to the U.S. in 1898, first settling in Minnesota before relocating to Milwaukee. He found a job as a chauffeur, which spurred his interest in automobiles. He opened a garage in Portage, Wisconsin, before he and his brother Emil established the Hokanson Auto Company in Madison. He befriended Charles Nash, then president of General Motors, who hired Rudolf as a distributor of Nash automobiles. Hokanson thrived. When he retired in 1932, he sold his automobile business building on N. Broadway for \$450,000. After his business career ended, Rudolph served five times as president of the Milwaukee Association of Commerce and devoted a great deal of time and energy to more than 50 civic organizations. He died in May 1964. He married Choral Huerth in 1906. Choral passed away in May 1963.

Scope and Content: Pamphlets about Rudolf and Choral's activities, and scrapbooks of clippings, programs, photos and ephemera.

Access and Use: no restrictions

Language: English

Notes: The collection was initially processed by Ann Jesse, May 26, 1988.

Arrangement:

Small Manuscript Material	
<ul style="list-style-type: none">– Pamphlet: reprinting newspaper articles about awards bestowed upon Rudolf for community service and man of the year (1945)– Pamphlet: describing Rudolf's contributions to Milwaukee and his success story (1950)– Pamphlet: reprint of a remembrance by Rudolf and a poem written for and about him (1955)– Pamphlet: excerpting comments about and letters of gratitude for a pamphlet Rudolf & Choral wrote and sent to friends (1958)– Aviation logbook, Everett Hokanson, 1947.	
SCRAPBOOKS	LOCATION
Scrapbook #1: March 7, 1917 – March 30, 1920	RC1, Sh. 004

<ul style="list-style-type: none"> - Clippings re Hokanson's move from Madison to Milwaukee - Clippings re Hokanson's company in Milwaukee - 1919 programs from dinners held by Nash Sales Company - Memos circulated by the Nash Company - Invitations to Nash inspection tours and conventions - Memos to dealers 	
<p>Scrapbook #2: May 30, 1909 – September 17, 1914</p> <ul style="list-style-type: none"> - Assorted memos, clippings, etc. re Hokanson automobile company - Various memos from Buick Motor Company dealing with races, shows, etc. entered or won by a Buick - Memos from the Buick Company to Rudy Hokanson expressing admiration for Hokanson's own company 	RC1, Sh. 004
<p>Scrapbook #3: October 18, 1924-October 8, 1927</p> <ul style="list-style-type: none"> - Clippings from a charity drive - Clippings of Nash sales reports - Society reports on the Hokanson's vacation in April - Society reports on the meeting between Mrs. Hokanson and the Crown Princess of Sweden - Programs, clippings – the first non-stop flight from California to Honolulu - "CROWN PRINCE OF SWEDEN IS EXPECTED AT THE HOKANSON HOME." 	RC1, Sh. 003
<p>Scrapbook #4: October 8, 1927-October 19, 1929</p> <ul style="list-style-type: none"> - Clippings concerning the tentative arrival of the Swedish Crown Prince. - Clippings about the arrival of the Prince, and what he did while in Milwaukee. - Clippings (of sketches) dealing with the location and construction of the Hokanson's new home. - A clipping about air meets, air schools, etc. - Various Christmas cards received and given by the Hokansons. - Articles about President Hoover's arrival in Milwaukee. - Siri Hokanson goes to the Chevy Chase School in Maryland. - National Aeronautic Association membership. 	RC1, Sh. 006
<p>Scrapbook #5: March 11, 1930-September 13, 1931</p> <ul style="list-style-type: none"> - Clippings about Hokanson's road fund, safety campaign. - Clippings concerning the attempts to incorporate the River Hills district. - An article quoting Mrs. Hokanson's remarks about women not smoking while they drive. - Articles discussing various air races. - 1931 – Hokanson elected Vice-President of the Milwaukee Rotary Club - 1932 – Hokanson elected President of the Rotary Club. 	RC1, Sh. 005

<ul style="list-style-type: none"> - Letters from various organizations to Hokanson on various topics. 	
<p>Scrapbook #6: August 6, 1932-September 8, 1934</p> <ul style="list-style-type: none"> - Small booklet "Hokanson: A Man Who Hustles" - Clippings about German fliers who were visiting Milwaukee - Clippings concerning Safety Commission's Women Driver's School - Articles about Rotary Club events - Various articles about the naturalization of Siri Hokanson - Rudy and Emil Hokanson are honored as President of the Rotary and Kiwanis Clubs - Rudy Hokanson announces his retirement. - Amelia Earhart Honorary Banquet - 12/31/32 - Emil Hokanson dies as a result of burns suffered in an auto accident. - Siquard Arthur Mattison Hokanson (adopted son) becomes U.S. citizen July 11, 1933 	RC1, Sh. 006
<p>Scrapbook #7: January 14, 1934-December 5, 1935</p> <ul style="list-style-type: none"> - Hokanson buys the Brewers - along with approximately 6 other men for 100,000 dollars. - News clippings concerning the sale, the negotiation, and the Board members of the Brewers. - Siri Hokanson announces her engagement to Richard Werner 09/23/34 - Hokanson becomes President of Weiss Brothers Company - Copy of radio address by Hokanson as State Chairman of the Will Rogers Institute. 	RC1, Sh. 007
<p>Scrapbook #8: February 7, 1936-June 29, 1937</p> <ul style="list-style-type: none"> - Clippings about the 1936 Annual President's Ball. - R. Hokanson becomes regional manager of Mutual Savings Bank's savings contract department. - Souvenir program from Wisconsin Centennial - Copy of a speech given by Hokanson in Madison on behalf of the Swedish Council [sic?] for the Wisconsin Centennial - Clippings bearing the wedding announcements from Siri Hokanson - Siri Hokanson wed Richard Werner August 22, 1936 - Brewers win American Association Pennant - A. Hokanson becomes a Justice of the Peace - Copy of the speech given by Hokanson as Chairman of the Silver Anniversary fund for Lake Park Lutheran Church - Nash-Kelvinator merger - "Modern Trends of Banking" by Rudolf Hokanson 	RC1, Sh. 005
<p>Scrapbook #9: July 9, 1937-January 3, 1939</p> <ul style="list-style-type: none"> - Milwaukee Mid-Summer Festival - Copy of speech Hokanson gave as President of the Milwaukee Mid-Summer Festival 	RC1, Sh. 008

<ul style="list-style-type: none"> - Clippings concerning preparation, occurrence, and aftermath of the Festival. - Souvenir program from the Festival - Copy of the 1937-1938 Blue Book of Milwaukee - Douglas Corrigan (flier) comes to Milwaukee - Siri H. Werner has a son – Richard Hokanson Werner 12/31/38 	
<p>Scrapbook #10: March 6, 1939-July 21, 1940</p> <ul style="list-style-type: none"> - Clipping of Siri Werner and son - Handouts of Arthur Hokanson’s campaign to be voted into the Assembly, 14th District - Crown Prince and Princess of Norway visit Milwaukee - Articles about the Mid-Summer Festival - Copy of radio speech by Hokanson on behalf of the Milwaukee Chapter of the National Foundation for Infantile Paralysis 6/6/40 - Hokanson’s nephews become engaged (Emil’s sons) 	RC1, Sh. 007
<p>Scrapbook #11: September 5, 1940-December 13, 1941</p> <ul style="list-style-type: none"> - Clippings concerning the weddings of Emil Jr. and Everett Hokanson - Hokanson becomes the President of the Washington Park Zoological Society - Clippings about the Mid-Summer Festival - S. Arthur Hokanson marries Betty Moeller - Hokansons honored by the Mid-Summer Festival Committee 11/15/41 	RC1, Sh. 008
<p>Scrapbook #12: December 19, 1941-September 23, 1942</p> <ul style="list-style-type: none"> - Hokanson becomes a member of the Milwaukee Black-out Committee - Various letters of season’s greetings - Speech given by Hokanson as President of the Milwaukee Association of Commerce at the dedication of the Maternity Pavilion of the Milwaukee Hospital - Copy of Mayor Zeidler’s resignation speech – he left to join the Naval reserves - Mid-Summer Festival canceled – funds went into defense bonds - 12/15/42 Ex-Mayor is reporter missing - Siri Werner gives birth to second son, William 	RC1, Sh. 009
<p>Scrapbook #13: March 19, 1943-September 7, 1944</p> <ul style="list-style-type: none"> - Clippings about the Milwaukee Chamber of Commerce - Sept. 1, 1943 Hokanson is announced to be the acceptor of the citation for the City of Milwaukee, which was chosen Victory City for Sept. - From April 27, 1937 to Oct. 18, 1943 Hokanson maintained perfect attendance at the Rotary Club meetings. - Copy of Sentinal [sic?] article from Oct. 3, 1943 written in honor of Hokanson 	RC1, Sh. 009

<ul style="list-style-type: none"> - Betty Hokanson (Arthur's wife) gives birth to a daughter, Helen E. on November 23, 1943 - On Jan. 21, 1944 Hokanson was re-elected President of the Guardian Mutual Savings Bank - Hokanson was re-elected President of Association of Commerce. 	
<p>Scrapbook #14: October 11, 1944-October 16, 1945</p> <ul style="list-style-type: none"> - Rev. John F. Fedders celebrates 25 years as pastor of Lake Park Lutheran Church (Hokanson's church) - Get-well letters from fellow Rotarians and friends. - Clippings on a proposed zoological park – Sept. 9, 1945 - Letter from President Truman thanking Hokanson for the autographed program from General Vaughn's Testimonial dinner 	RC1, Sh. 010
<p>Scrapbook #15: October 15, 1945-April 16, 1946</p> <ul style="list-style-type: none"> - R. Hokanson was elected "Man of the Year" - Oct. 18, 1945 Hokanson receives Distinguished Community Service Award. - Letters of congratulations from various persons - Hokanson sells Beechmoor (his house) for \$150,000, located in River Hills - Clippings about Milwaukee's Centurama - Arthur Hokanson returns to Milwaukee – becomes a law partner with Doll and Kinzer. - Hokanson turns Commerce Presidency over – Feb. 25, 1946 	RC1, Sh. 010
<p>Scrapbook #16: July 15, 1946-December 1, 1949</p> <ul style="list-style-type: none"> - Clippings on the stars and events occurring at Centurama - Hokanson resigns as President of Milwaukee Midsummer Festival Corporation February 15, 1947 - Emil and Hokanson announce the birth of twins on Sept. 19, 1947 - Arthur Hokanson announces the birth of a son on Sept. 16, 1948 - Articles about Rotary Club activities 	RC1, Sh. 011
<p>Scrapbook #17: March 1, 1949-October 29, 1953</p> <ul style="list-style-type: none"> - Various letters to or from (copies) Hokanson concerning: The Swedish Pioneer Centennial Association Inc., Milwaukee Assoc. of Commerce and The Packard Motor Co. - February 1950 article on Hokanson in The Melting Pot Newspaper. - October 30, 1950 article on the death of King Gustav V. - February 19, 1951 copy of speech given by Hokanson to the graduating students of Milwaukee Hospital School of Nursing; he awarded the diplomas - April 27, 1951 articles concerning the homecoming of General D. MacArthur - Copy of the sermon delivered by the Rev. John F. Fedders, D.D. on October 14, 1951 - Copy of an interview given by Hokanson to the Milwaukee Journal in regards to a seaway project 	RC1, Sh. 011

<ul style="list-style-type: none"> - Copy of speech given by Hokanson to the Board of Directors, Milwaukee Hospital February 25, 1952 - Cards in honor of the Hokanson's 46th wedding anniversary - Article "Rudy Hokanson: A Profile" looking back after 54 years in the U.S. October 15, 1952 - December 7, 1952 announcement was made that Hokanson was named to the Board of Directors of Association Hospital Services Inc., the Blue Cross Plan of Wisconsin - Christmas greetings and birth wishes for Hokanson 	
<p>Scrapbook 18: December 21, 1953-June 6, 1956</p> <ul style="list-style-type: none"> - Picture of Past Presidents of the Rotary Club from December 10, 1953 - Copy of speech given by Hokanson to the graduating class of Milwaukee Hospital School of Nursing January 23, 1954 - Photo of members of Milwaukee Hospital Board of Directors and Administration February 1954 - April 12, 1954 the clipping folder on the Milwaukee Brewers compiled by the Journal is included in the scrapbook - January 1956 issue of The Vagabond carried a reminiscence from Hokanson concerning a humbling experience from the year before - Letters from various persons about the above article - Becomes a stock holder in the Ford Company 1956 - May 10, 1956 Hokansons celebrate their 50th wedding anniversary - Anniversary cards from friends, family and business associates - A small booklet containing excerpts from thoughts and expressions made by friends of the Hokanson's. - Paperback book "Still Life Painting Since 1476[?]" 	RC1, Sh. 012
<p>Scrapbook #19: July 27, 1956-September 8, 1958</p> <ul style="list-style-type: none"> - August 31, 1956 copy of speech given by Hokanson to the graduating class of Milwaukee Hospital School of Nursing - Letter thanking Hokanson for purchasing a 1957 Cadillac, from the General Sales Manager - January 1958 book entitled "The True Story of A Poor Swedish Boy Whose Golden Dreams Came True In America." Excerpts from various publications written by well-known authors pertaining to Rudolph Hokanson - Letters from friends thanking Hokanson for a copy of the above 	RC1, Sh. 013
<p>Scrapbook #20: May 15, 1958-no final date</p> <ul style="list-style-type: none"> - Copy of the booklet "Christmas means a double holiday for Rudy Hokanson" published in 1952 - A letter summarizing a physical examination of Hokanson - Snap shots of Hokanson's Mark III Continental with its gold-plated wheel disks - August 15, 1958 letter from Hokanson to Henry Ford (President, Ford Motor Co.) about the satisfaction from the car – Ford's letter of 	RC1, Sh. 013

reply

- December 13, 1958 clipping from the Capitol Times concerning Hokanson's past; also a letter he had sent to the editor
- November 7, 1958 Sentinal [sic?] articles about the detailed plans for the "Marine Plaza" – article includes pictures of tentative models to be built
- Booklet on the history and future of the Marine Plaza
- Snap shot of Hokanson and his wife in front of their Mark IV along with a letter of praise to Harry L. Swan at Ford Motor Co.
- Hokanson's Christmas card for 1959 – the Hokansons and their new car.
- Mrs. Rudolf (Choral) Hokanson dies, May 7, 1964
- Rudolph Hokanson dies, May 24, 1964 of "diabetes and complications of old age" – clippings from various papers
- Siri Hokanson Werner dies, July 28, 1964 of "head injuries received in a fall"
- Various letters of condolences to Arthur Hokanson