

# HHH NEWS

**HORMEL HISTORIC HOME...where the past inspires the present**



Hospitality ~ Education ~ Music ~ History

Fall 2021

## 150 Years Of History

Built in 1871, this house certainly has been an iconic jewel in our community and has served so many purposes and has supported so many great causes over the years. The homes original owner was Mayor John Franklin Cook. He and his wife, Addie, raised 3 children in the home. John was an early land developer, hardware store owner and as Mayor was described as one of Mower County's pioneer residents. His wife Addie was regarded as Austin's first music teacher. I'm certain there were many great memories for the Cook family in this beautiful home.

Archival photographs indicate that the 1871 house was two stories in height and built of red brick with a bracketed hip and gable roof.

And so the Hormel story begins.....

In 1887, on a business trip to Austin, Minnesota, George met Albrecht Friedrich and opened the Friedrich and Hormel meat market that October. Hormel and Friedrich parted ways in 1891. George used the money he received from the dissolved partnership with Friedrich to establish his own packinghouse on the outskirts of Austin: Geo. A. Hormel and Company. For years George struggled with the competition before he realized that his road to success would be to devise a business strategy that emphasized quality over quantity and innovation over imitation.

George's strategy paid off and in 1901, George Albert Hormel purchased the Cook House for a whopping \$3,000 and commissioned architect Harry Wild Jones to embark on a major remodeling effort. The result, completed in 1902, was a transformation of the exterior into a neoclassical design.

As the company grew George needed the help of his father and three younger brothers for the implementation of his business plan and the further expansion his business. By 1912 George employed 300 workers. His brothers assumed managerial positions within the company and George turned to the Austin community for additional workers. His general policy was to cultivate local talent and promote employees from within company ranks.

George Hormel's autocratic approach, together with his concern for treating his workers fairly and with dignity, made for a paternalistic leadership style. Although an exacting boss, Hormel maintained a good relationship with his employees because he was viewed as "one of them".

George's career was not without conflict. In 1921 assistant comptroller Cy Thomson was discovered to have embezzled over \$1 million from the company. A second consequence of the company's rapid growth was the breakdown in peaceful labor relations. The peacefulness that George had relished in during the company's early years.

Despite these challenges, the Geo. A. Hormel and Company continued to thrive and become a household name around the world. George was never able to remove himself completely from the company he had grown. George's ongoing concern for his company was matched by his concern for the welfare of both his workers and workers throughout the nation. The paternalistic concern he exhibited for his employees extended to all Americans suffering from the effects of the Great Depression. George advocated for the adoption of unemployment relief and a federal pension for retired workers.

In 1927 Mrs. George A. Hormel presented the keys to her home and all the treasures inside to the YWCA. And In 1929 George, now retiring, handed over control of his company to his son, Jay. Over the next several years Jay took the company to new heights, especially after the introduction of our beloved SPAM in 1937.

In the early 1990s the home was transformed from the YWCA into a Historic Home Museum dedicated to the history and preservation of the Hormel family. Here we are 150 years later as the Hormel Historic Home, still carrying out the family legacy of Hospitality, Music, Education, and community service just as George and Lillian had intended.



*Cindy Meany*  
HHH Executive Director

150 years	Pg. 1
Lawhead Tribute	Pg. 1
Memberships	Pg. 2
Weddings	Pg. 2
Volunteers	Pg. 2
Events	Pg. 3
Appreciation	Pg. 4
Calendar	Pg. 4



Tickets Now Available

**8.26.21**  
**Music Tribute to honor**  
**Blair Lawhead**



**In the Hormel Historic Home**  
**Peace Garden**

**Pre-Purchased Ticket Required:**  
5:30pm - \$15  
7:30pm - \$15

[www.hormelhistorichome.org](http://www.hormelhistorichome.org)

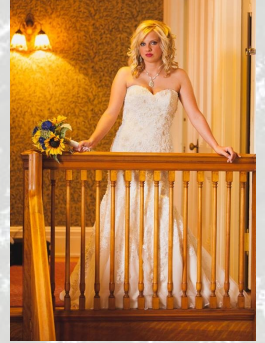
## Memberships

Membership gifts fund the day-to-day operations of the Hormel Historic Home. We are an independent 501(c)3 non-profit organization and do not receive federal, state or local government funding. If you would like to join us in preserving the history and home of the Hormel family, please consider a membership. Your membership entitles you to event rental discounts, free tours, discounts on event tickets and more.

## Intimate Weddings

Your wedding day is one you will treasure for a lifetime but it doesn't have to be complicated. Sometimes all love needs is a small, beautiful celebration. We are now offering 2 new wedding packages for a more intimate celebration.

**Just Say "I Do"** package includes: A beautiful, in season, bridal bouquet and boutonniere, A professional photographer and rights to all photos, An Officiant who will personalize your ceremony, A beautiful wedding cake with a topper using in season colors, A champagne toast to celebrate. Invite up to 20 people including the wedding party



With your **"Minimony"** at the Hormel Historic Home you will arrive dressed and ready to say "I do". You may invite up to 20 of your closest friends and family for a ceremony inside the historic home or in our beautiful Peace Garden (depending on the season). We can provide you with a list of our preferred vendors who will take care of all your wedding day needs

## We LOVE our Volunteers!

Sacred Ground.....

This past June, 3 our loyal Y's women; Donna Maas, Rose McCarthy and Sharon Jensen along with 1 dedicated husband, Harold Jensen, worked tirelessly on the task of cleaning the Hormel Family headstones at Oakwood Cemetery. Rising early in the morning to head out before the heat got intense, gently wiping away any leaves and dirt from the beautiful granite and using special care to clean the stones leaving them as shiny as they were when they were placed. When their task was complete and the group was satisfied with the work they had done, the names of the family members were read. George A. Hormel, Belle (Lillian) Gleason Hormel– wife of George, Jay Catherwood Hormel– son of George and Lillian, Germaine Dubois Hormel– wife of Jay, Benjamin Franklin Hormel– Brother of George, Flora M. Kaufmann Hormel– wife of Benjamin, John George Hormel– Father of George, Susan W. Decker Hormel – Mother of George, Elizabeth Hormel– Sister of George, Helen Ann Hormel– Sister of George, John Godfrey Hormel– brother of George, Mary Elizabeth Foster Hormel– Wife of John, Thomas Foster Hormel– Son of John, Paul Stewart Hormel– Nephew of George.

After reading the names of our beloved Hormel family members, Sharon Jensen read the following:

*A time to reflect in years gone by.....*

*Peace is always beautiful. The Y's women are honored to have been given the opportunity to walk the path on this sacred ground, and touch the stones of those listed above.<sup>2</sup>*

# What's Happening at the HHH

## Music at the Mansion final performances of the season

All shows are free and begin at 7pm. Cash bar is available

Monday, August 16th– Scott Jasmin Small Town Songs

Monday, August 23rd– Ron and Steve Unplugged

Monday, August 30th– The Bissen Family and Friends Band

**FREE Summer Concerts**

**at the Hormel Historic Home**

**Series made possible through the generous music appreciation grant from MarySue**



## Jammin at the Mansion

Join us for one last session on Thursday, August 19th from 7-9pm for a fun evening of jamming with local musicians. If jamming isn't your thing you can take in all the fun listening to the musicians jam.

Cash bar will be available

## Mark your calendar for the following upcoming events



150 YEARS OF HISTORY CELEBRATION– You won't want to miss out on our ROARING 20's PARTY. Mark your calendar for Saturday, September 18th. Entertainment by "The Austin Big Band" & "2nd Edition". Enjoy complimentary hors d'oeuvres starting at 6pm and cash bar along with past and present HHH Directors sharing their memories during their era at the home. **Tickets go on sale on August 23rd.** Call us to reserve your ticket or ask questions.

## History Happy Hour– pay at door

Mark your calendar for the 2nd Monday of each month for our History Happy Hour presentations beginning in September. Check our website or give us a call to find out what interesting topics are coming up. Complimentary light appetizers and cash bar available. \$5 to attend. Free for members of the HHH, Mower County Historical Society or Friends of the Austin Public Library.

### HOLIDAY HAPPENINGS

#### November 18th Noon– 4pm

Holiday Card Playing Party with lunch \$15.00

#### November 19th 1pm–6pm

Holiday Open House with wine & dessert tasting all day \$15 (festive holiday drinks available for purchase at our HOLIDAY HAPPY HOUR BAR)

#### November 20th– 2 seating's

Snacks & Santa with Elf Show  
1st seating– doors open at 10:30am, show at 11:15am  
2nd seating- doors open at 12:30, show at 1:15pm

#### Nov 21 Story Time with Mrs. Claus

10:30am and 1:30pm. Make a crafty bird feeder, elf scavenger hunt, snack time and Christmas stories by the fireplace with Mrs. Claus

Tickets will be available starting on 9/7 at [www.hormelhistorichome.org](http://www.hormelhistorichome.org)

Yoga tickets are available at our website [www.hormelhistorichome.org](http://www.hormelhistorichome.org)

## YULETIDE YOGA AT THE MANSION



**December 9th- 6 to 8pm \$25**  
Experience a festive evening with friends in our beautiful historic home. Enjoy live music, movement, and a glass of wine.

**Yoga in the Garden**  
September 12, 2021  
6pm - 8pm

Experience an evening with friends in our beautiful Peace Garden. Enjoy live music, movement, and a glass of wine.

**Kandice Marie**  
Brings a cheerful, grounded spirit to practice. She'll be leading an all levels session designed to leave you feeling uplifted and relaxed.

**Holly Kasper**  
enjoys singing the sounds and melodies of easy listening americana. Her voice and talent are sure to add extra joy to your evening.

**Tickets: \$25**  
Registration Required  
Tickets available at [www.hormelhistorichome.org](http://www.hormelhistorichome.org)  
Bring your mat and any props you enjoy as support.

## MEMBER APPRECIATION DAY

Thursday, September 16th Join us from 1:00 to 4:30 for desserts, wine and beer while you sip and stroll through the beautiful Hormel Historic Home.

Find out about new and fun upcoming events, renew your memberships or, if you would like to become a member, purchase a new one. Tour around to see what you may have missed the last time you were here.

Bring your family and friends for great photo ops in your favorite room at the beautiful Hormel Historic Home.

---

The Hormel family valued education and music and exuded a spirit of hospitality. Those values carried on through the work of the Y.W.C.A. and continue today as the mission of the Hormel Historic Home.

### Contact Us:

208 4th Ave. NW ~ Austin, MN 55912 ~ 507-433-4243

Office & Tour Hours: Monday—Friday 10 a.m.-4:30 p.m.

Self-guided tours are free for members; \$5 per person for non-members

Cindy Meany, Executive Director	cindy@hormelhistorichome.org
Amanda Barber, Operations Manager	amanda@hormelhistorichome.org
Sara Wickstrom Bar/Banquet Lead	sara@hormelhistorichome.org
Mary Barinka, ASD Specialist	autism@hormelhistorichome.org

[www.hormelhistorichome.org](http://www.hormelhistorichome.org)

HHH....where the past inspires the present....

### Hormel Historic Home

208 4th Ave. NW  
Austin, MN 55912

Open for walk in tours  
Monday—Friday  
10 a.m.—4:30 p.m.

### Calendar

Aug 16	Music at the Mansion
Aug 19	Jammin at the Mansion
Aug 23	Music at the Mansion
Aug 26	Lawhead Tribute
Aug 30	Music at the Mansion
Sept 12	Yoga in the Garden
Sept 16	Member Appreciation Day
Sept 18	Roaring 20's Party
Nov 18	Holiday Card Party
Nov 19	Holiday Open House
Nov 20	Snacks & Santa/ Elf Show
Nov 21	Story Time with Mrs. Claus
Dec 9	Yuletide Yoga in the Mansion

Stayed tuned to our website for upcoming History Happy Hour events and more.

### ANNOUNCEMENTS

Volunteers are needed. We are adding lots of great new things at the HHH venue and need your help. If interested please contact Cindy at 507-433-4243

We have openings for part time service and bar staff. Please contact Cindy to find out more.

We are in search of lanterns. If you have any that you would like to donate, please let us know.

PLACE  
STAMP  
HERE