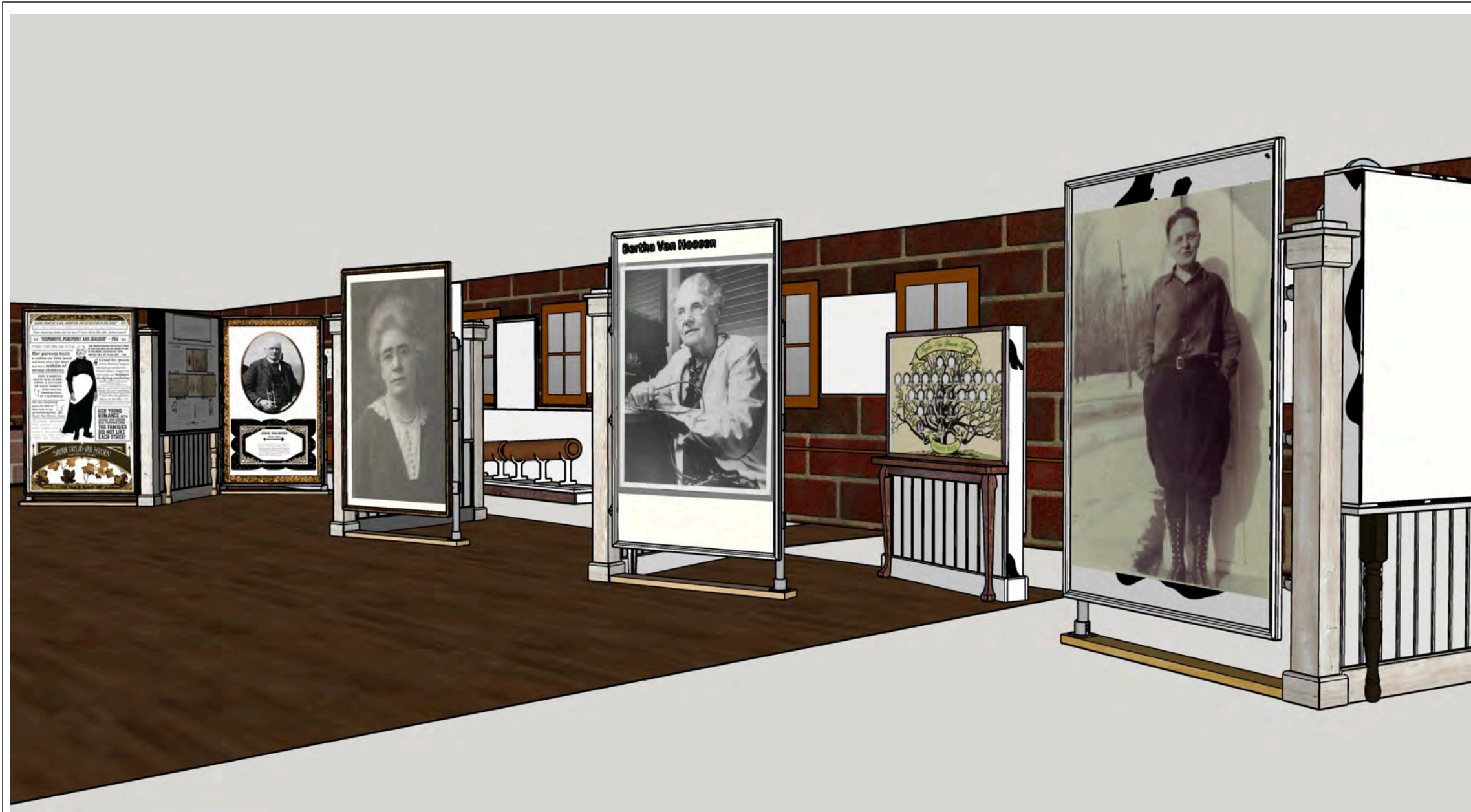


Rochester Hills Museum at Van Hoosen Farm

Dairy Barn Exhibits: Basic Module



SOME OF THE CENTRAL ELEMENTS OF THE BASIC MODULE

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Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module

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 03.27.18

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Basic Module Property Renovation Recommendations

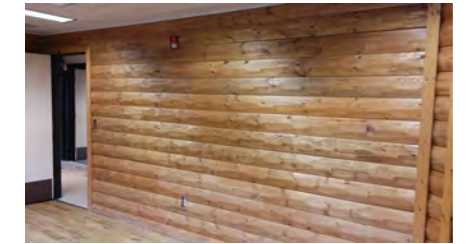


7. REMOVE MUSEUM STORE INCLUDING 3 WALLS, WINDOWS, CARPET, NON-HISTORIC DOORS, CABINETS, FIXTURES, ELECTRICAL, FOLDING WALL AND HARDWARE AND POCKET. SOME PATCHWORK AT CEILING. RELOCATE FIRE ALARM AND EXTINGUISHER. **TBD.**

1. REMOVE ALL EXISTING EXHIBITS, EXCEPT TOUCHSCREEN INTERACTIVES and OTHERS **TBD.**



2. REMOVE HISTORIC MARKER.



3. REMOVE "LOG CABIN" ROOM, INCLUDING 2 WALLS, FALSE STONE FIREPLACE, ELECTRICAL. SOME LIGHT SWITCHES TO BE RELOCATED. SOME PATCHWORK AT CEILING. FIRE ALARM TO BE RELOCATED **TBD.**

4. MOVE EXIT SIGN **TBD.**

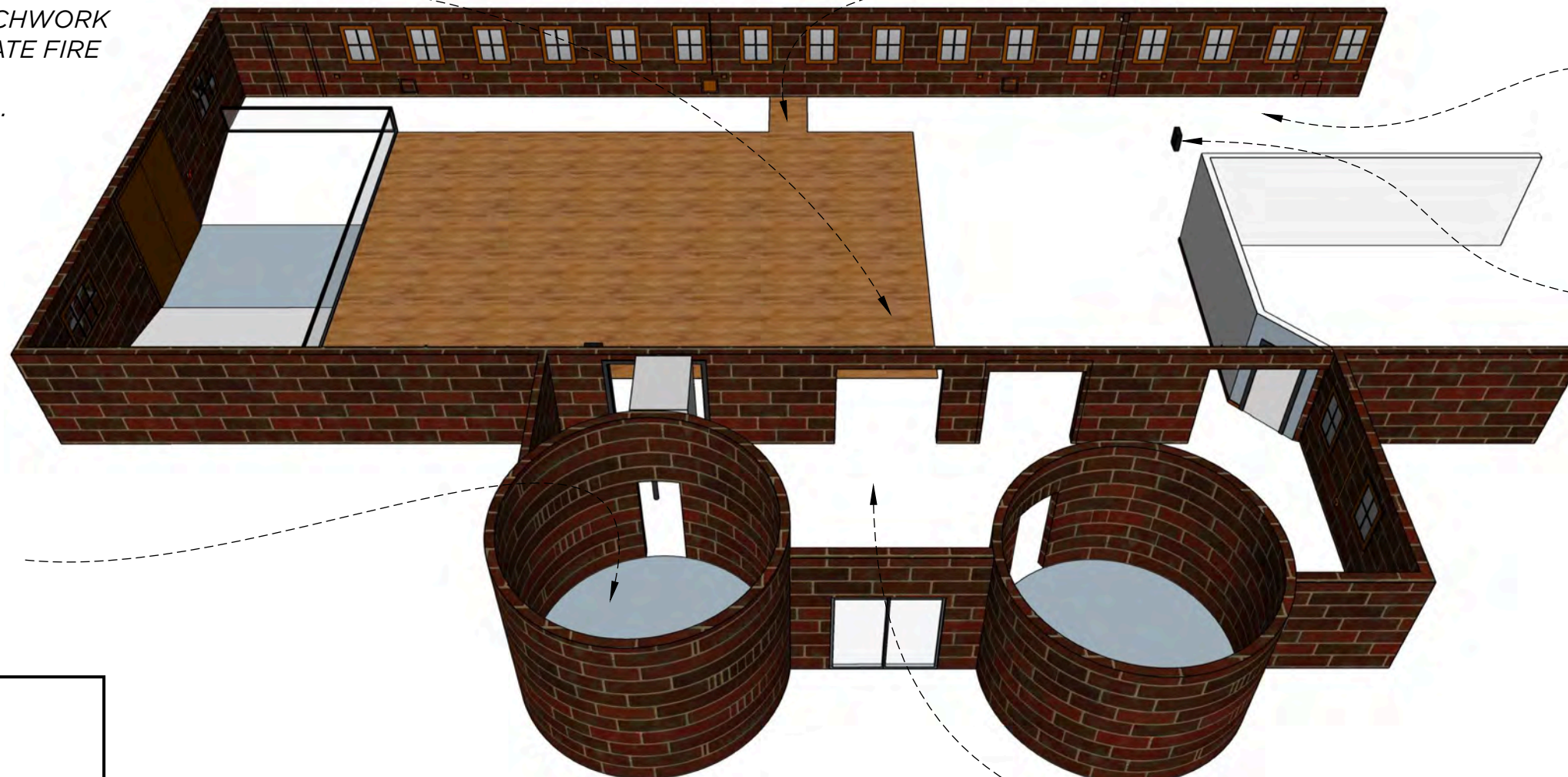


6. REMOVE SHELVING IN SILO.



5. REMOVE RECEPTION DESK. RETAIN ELECTRICAL.

FACING WEST,
LOOKING INTO
THE DAIRY BARN.



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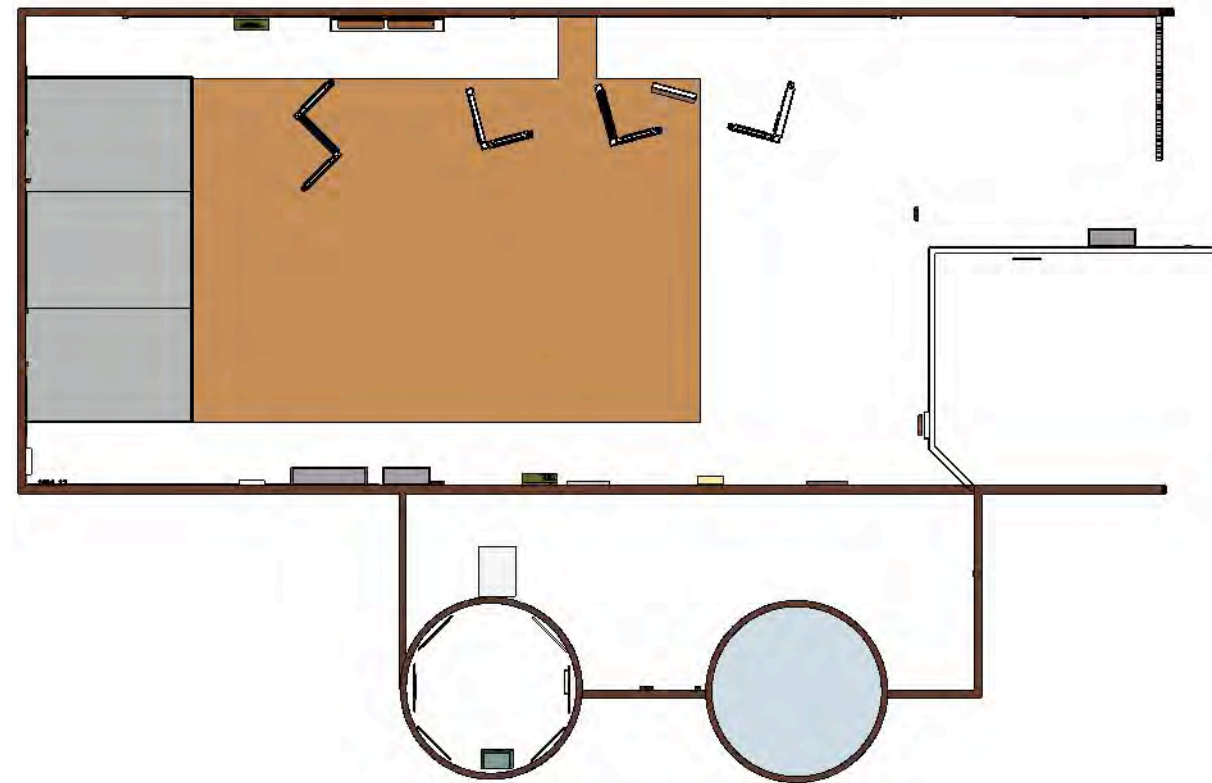
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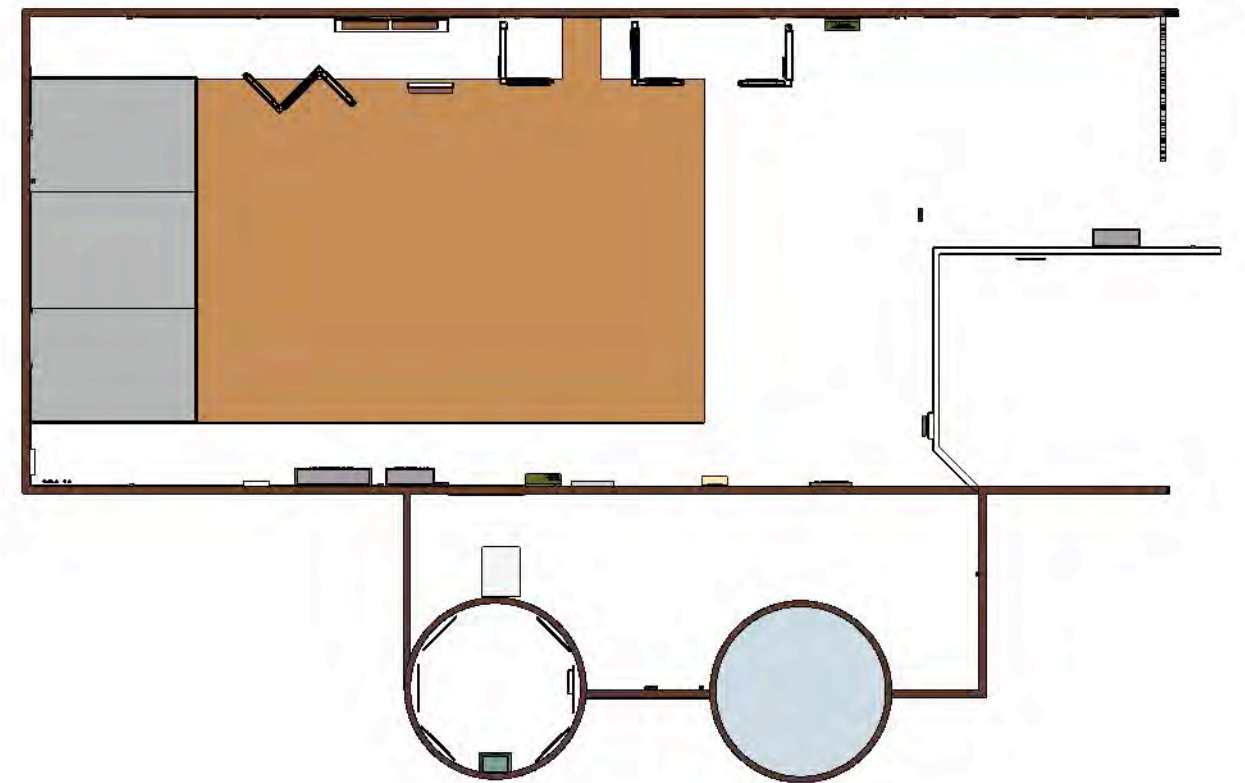
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Basic Module Layout Configurations

PANORAMIC STYLE



CATTLE STALL STYLE



LAYOUT OPTIONS FOR NEW EXHIBITS.



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Basic Module Out Building Renovation Recommendations



CALF BARN

Outdoor interpretive signage, similar to those existing elsewhere on the farm.*



MILK HOUSE

Architectural consultation.

Removal of boiler.

Renovation.

Outdoor interpretive signage, similar to those existing elsewhere on the farm.*



THE VAN HOOSEN HOUSE

Add furniture representative of Alice Serrell's desk and effects to the administrative office.



BULL BARN

Architectural consultation, renovation.

Outdoor interpretive signage, similar to those existing elsewhere on the farm.*

* Example of existing outdoor interpretive signage.



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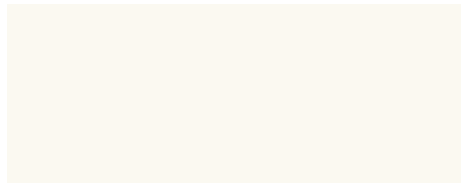
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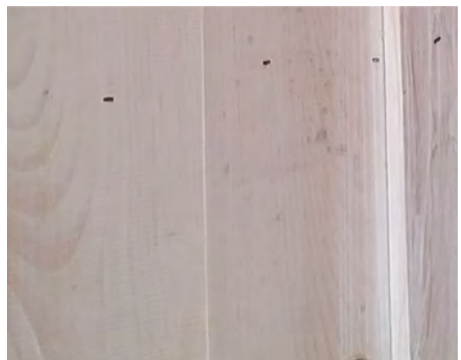
Basic Module Colors, Materials & Finishes



①



②



③



④

The Basic Module includes essential interpretive content in durable, attractive, accessible graphics panels including text, photos, and design elements.

Consists of graphic panels and decorative support structures. No electrical.

Finishes vary. "CLEAR COAT" is common clear satin polyacrylic protective finish. "PAINT" and "COW PATTERNS"(1) is common cream (2), black and white eggshell latex paint. "WHITEWASH"(3) is common white stain, thinned, with common clear satin polyacrylic protective finish.

"GRAPHICS D-T-S"(4) is graphic designs printed direct-to-substrate, generally white background. "SINTRA" is graphic designs on 6mm pvc sign board, adhered to substrate.

"ALUMINUM STRUCTURAL PIPE & FITTINGS" (5) specified Hollaender Mfg. Co. 1 ¼" rail system or similar. Joints lock into place with set screws.

"9PLY" (6) specified common ½" European Birch Plywood, VC - 9 Ply, sealed, reinforced/framed behind, as necessary, inclusive of hidden hanging hardware.

Some hanging hardware is custom, some same as "ALUMINUM FITTINGS," and some common french cleats or similar.

Some edge treatments and trim and decorative features TBD.

All dimensions Imperial except where notated. Some shapes and sizes may vary as-built to suit graphic and other design concerns, and special edge trim treatments.

O.C. = On center, typically from floor.

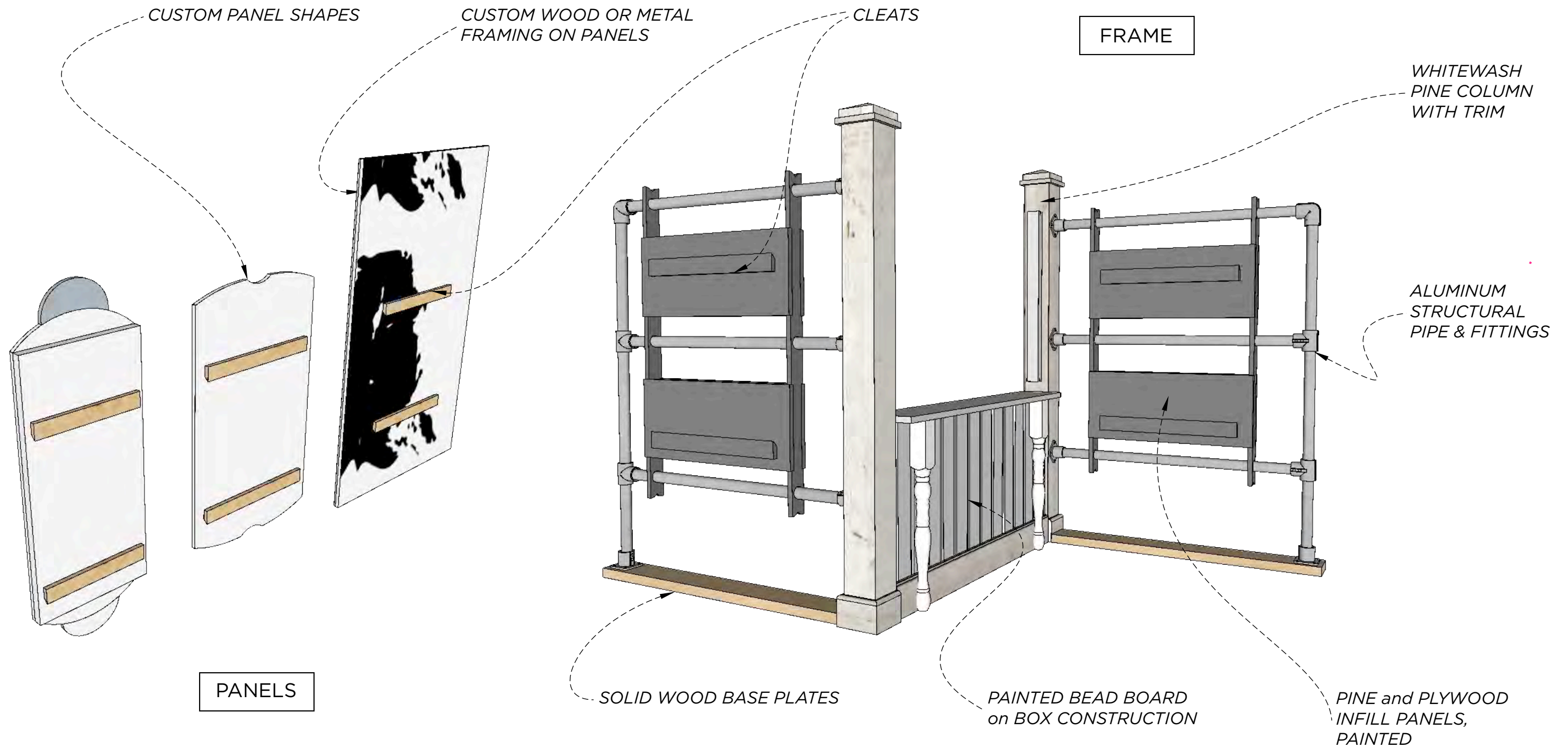


⑤



⑥

**Basic Module
Typical Construction**



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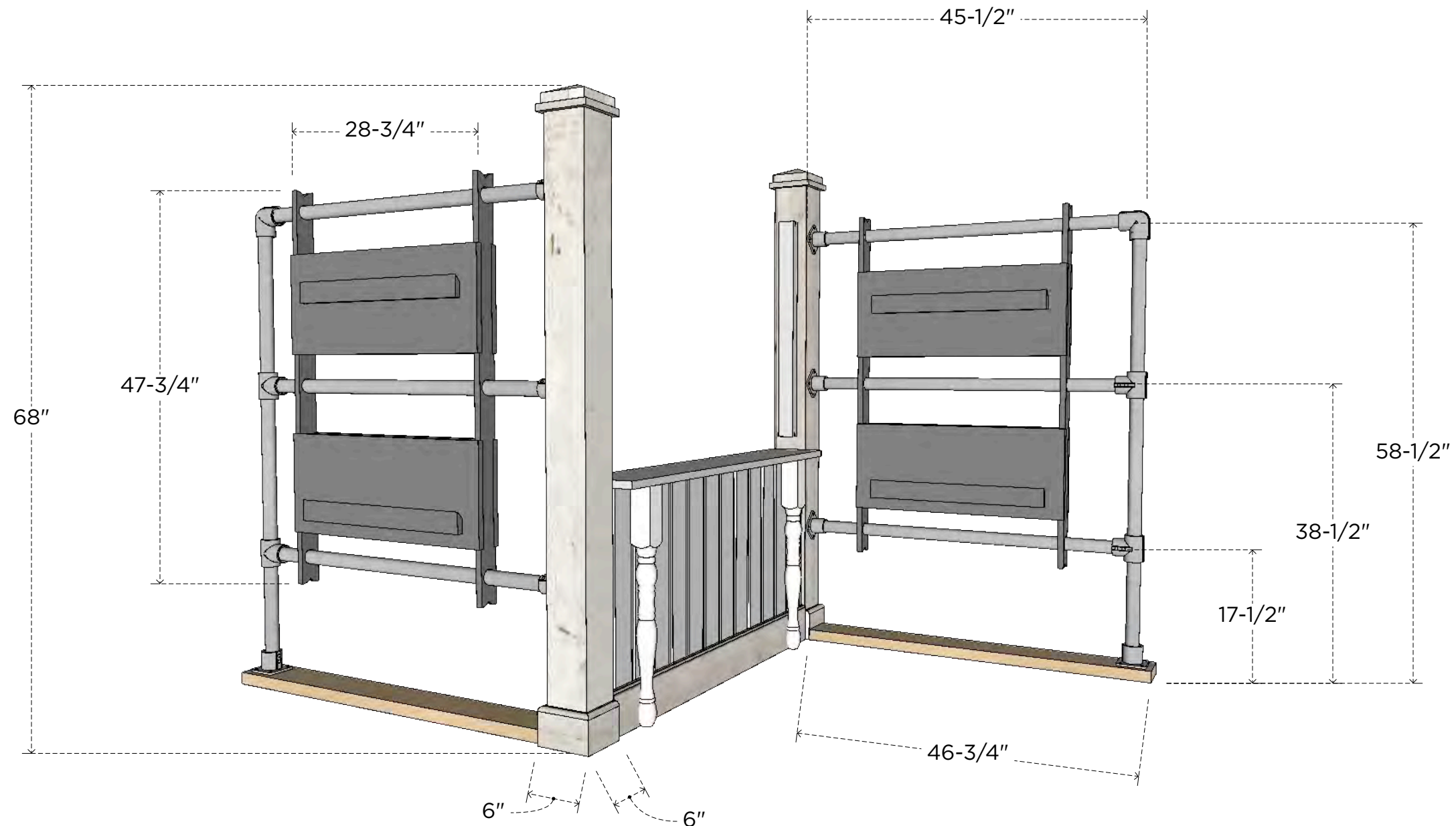
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**Basic Module
Typical Construction**



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**Basic Module
Graphic Design
& Typography**



Graphics are bold and dynamic. Many are printed directly to a birch plywood substrate that allows grain to show through.

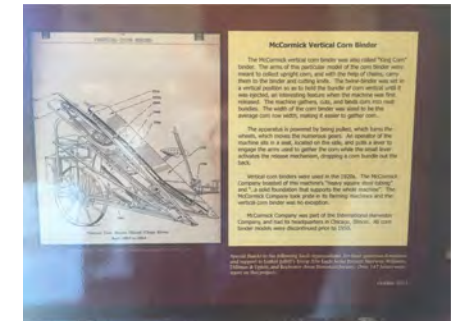
Iconography derives from historical (1880 - 1950) sources, and background themes remind visitors that the location is a former dairy barn.

Use of multiple vintage fonts, in unconventional layouts, in imitation of late 19thC. letterpress and hand-painted playbills and newspaper advertisements. Hand-lettering is used in appropriate locations.

Legibility and accessibility are prioritized in all graphic design.

Extensive use of enlargements of existing photographs.

Custom wood appliqués are applied to panels where applicable.



Some existing labels can be redesigned to match the new style.

Standard text will be displayed in Source Sans and variations.

Four formidable, trailblazing farm women courageously followed their passions, worked hard, and advanced the fields of science, medicine, and agriculture.

SOURCE SANS 24pt

SCIENCE

SOURCE SANS ALLCAPS 32pt

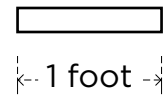
medicine

SOURCE SANS ITALIC 32pt

agriculture

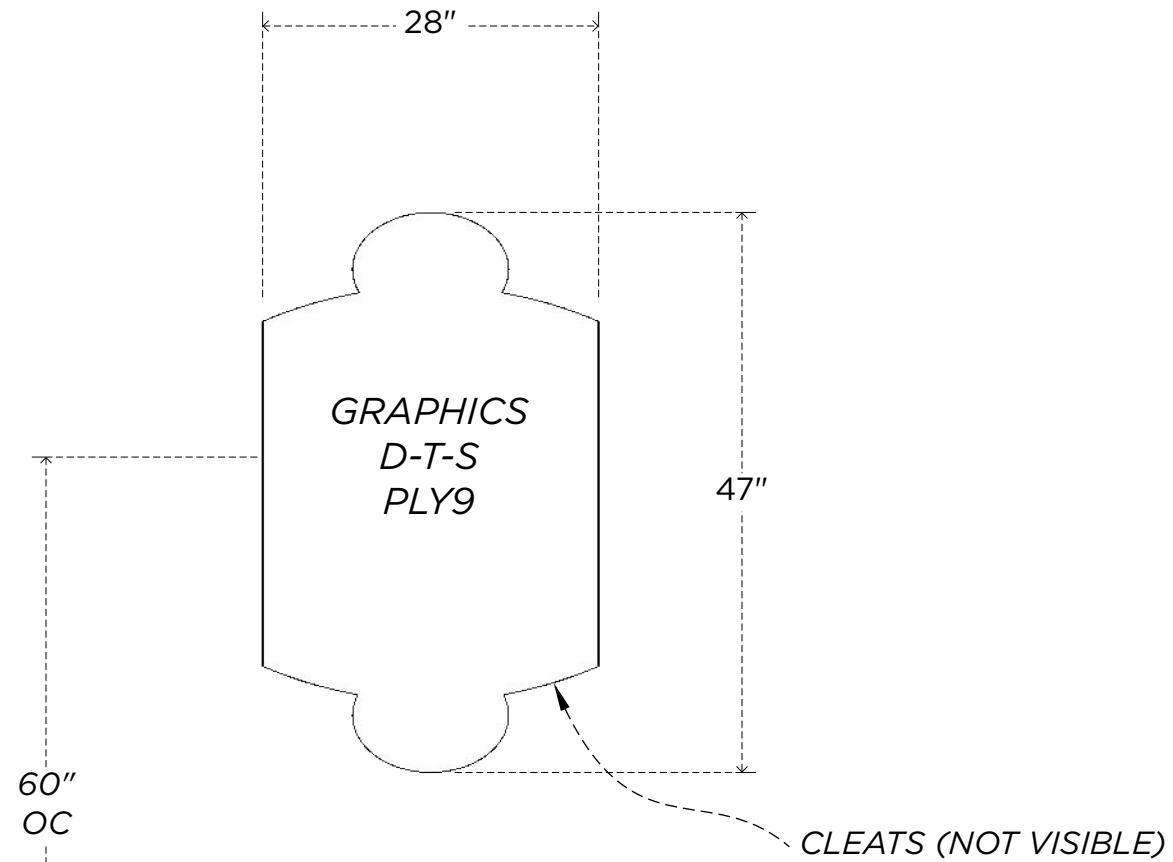
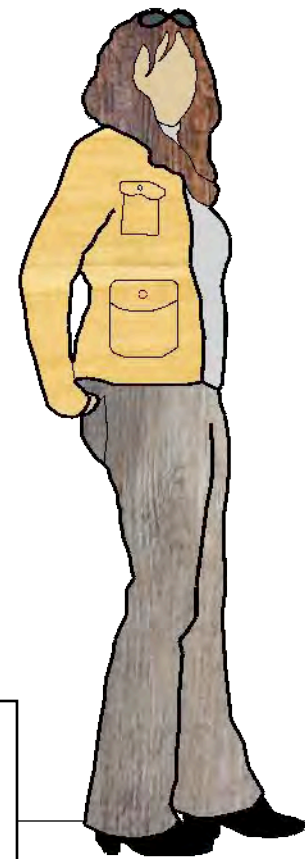
SOURCE SANS BOLD 32pt

SCALE 1:16



01.01
Thank You

**Basic Module
Thank You**



WALL MOUNTED
CUSTOM CUT, SHAPED SIGN BOARD

SHAPE MAY VARY.



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SCALE 1:16



02.01
Timeline

Basic Module
Timeline

SIDE

FRONT

FLUSH MOUNT
TO WALL, ON
2ea. 3/4" PLYWOOD
CLEATS (NOT
VISIBLE)

WHITEWASH
3/4" PLYWOOD SHELF
WITH NOTE AND
PENCIL STORAGE

8"

8"

72"

140"

WHITEWASH
PINE FRAME

GRAPHICS D-T-S
& SINTRA ON
PLY9

52"
O.C.

16"

EXISTING TREE SLICE IS DISPLAYED TO THE RIGHT OF THIS EXHIBIT.

WALL MOUNTED SIGN BOARD
With NOTE and PENCIL SUPPLY



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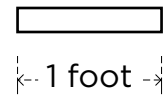
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SCALE 1:16



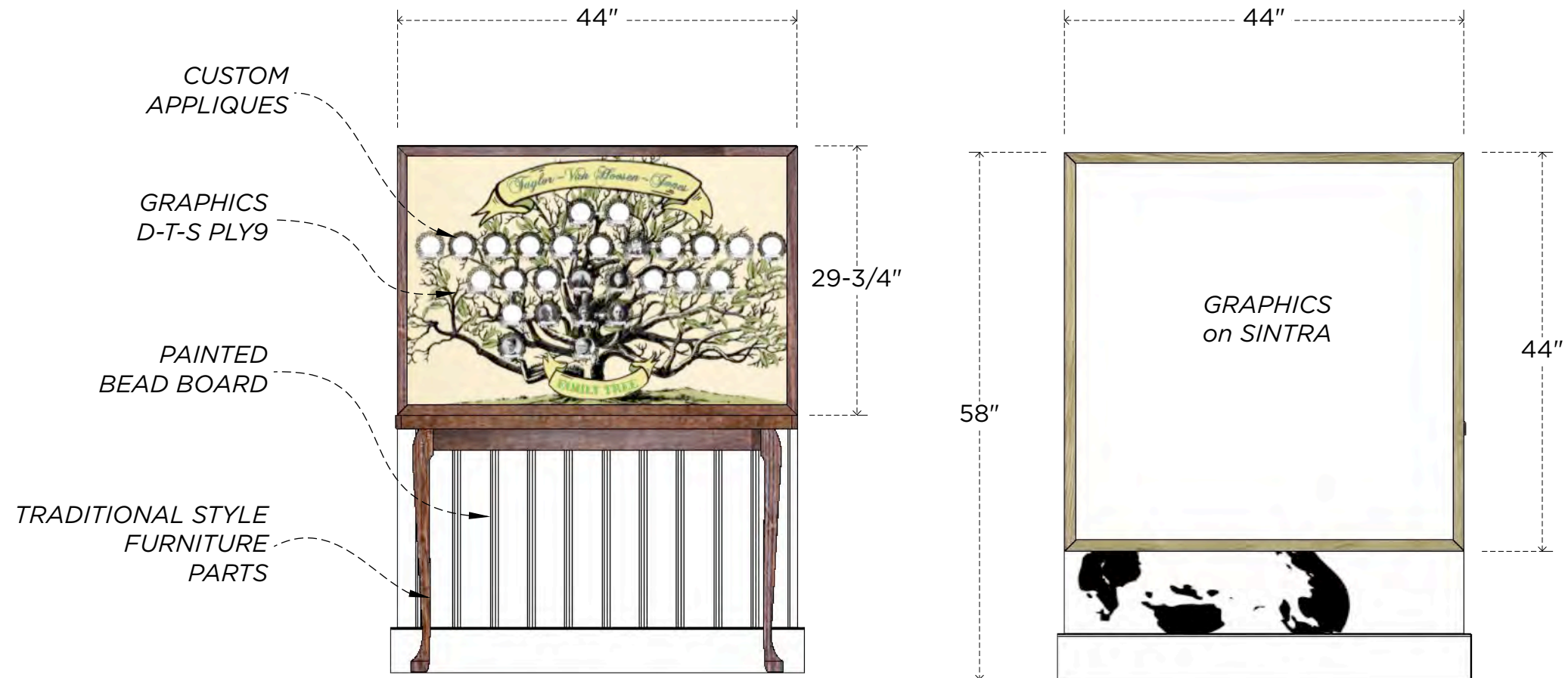
02.02
Family Tree

02.03
Family Story

**Basic Module
Family**

FRONT

BACK



FREESTANDING KIOSK
WITH LABEL GRAPHICS



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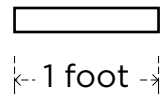
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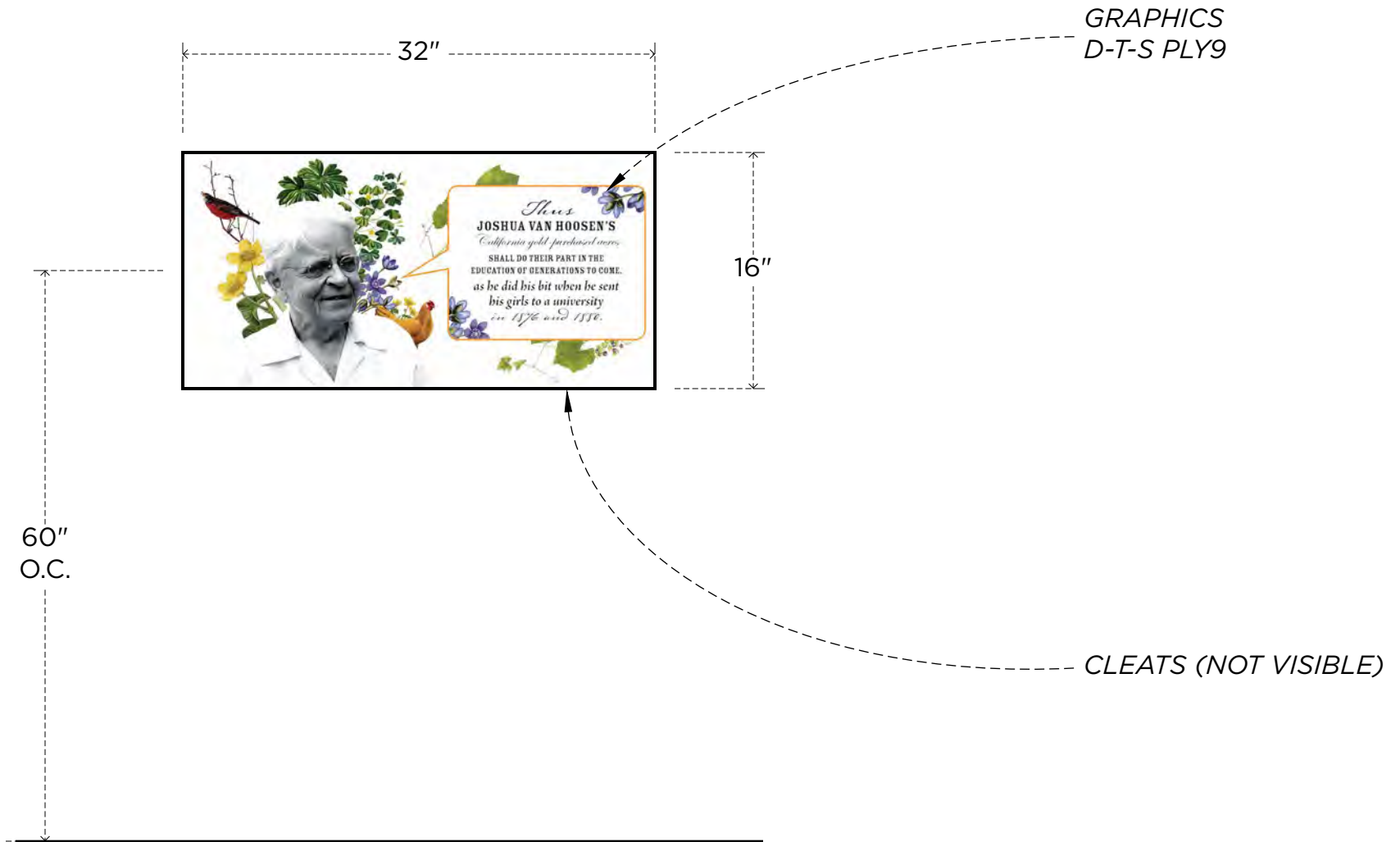
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SCALE 1:16



02.04
SVHJ Quotation

**Basic Module
Family Tree &
Family Story**



WALL MOUNTED
SIGN BOARD



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Sarah Taylor Van Hoosen Kiosk

Basic Module

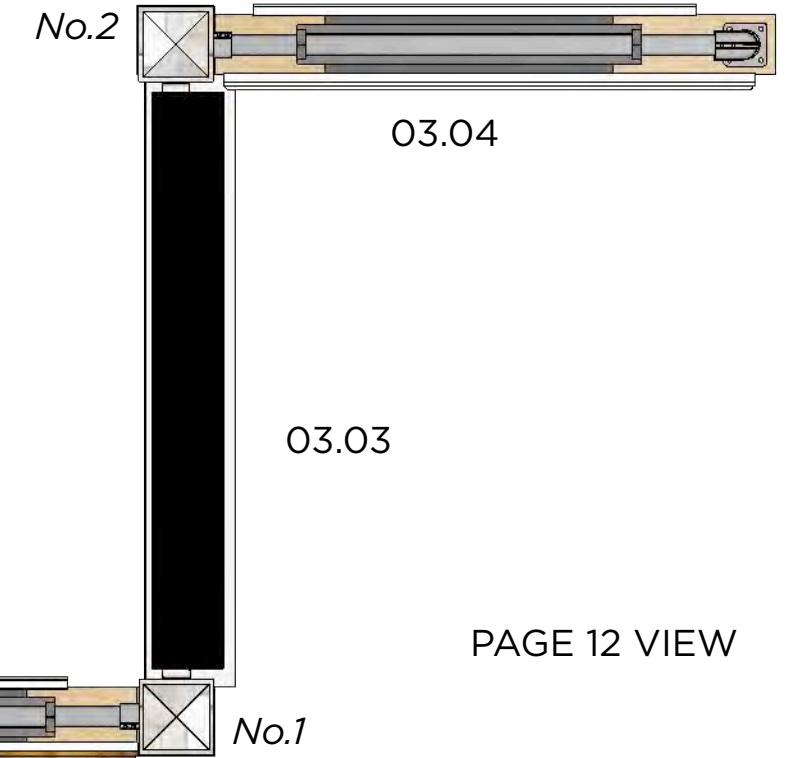
COMPLETE MODULE

TOP



PAGE 13 VIEW

03.05



03.02

03.01

SIGN PANELS HANGING ON A FREESTANDING WOOD AND STRUCTURAL ALUMINUM FRAME.

70sqft TOTAL FOOTPRINT including 3ft CLEARANCES



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SCALE 1:16



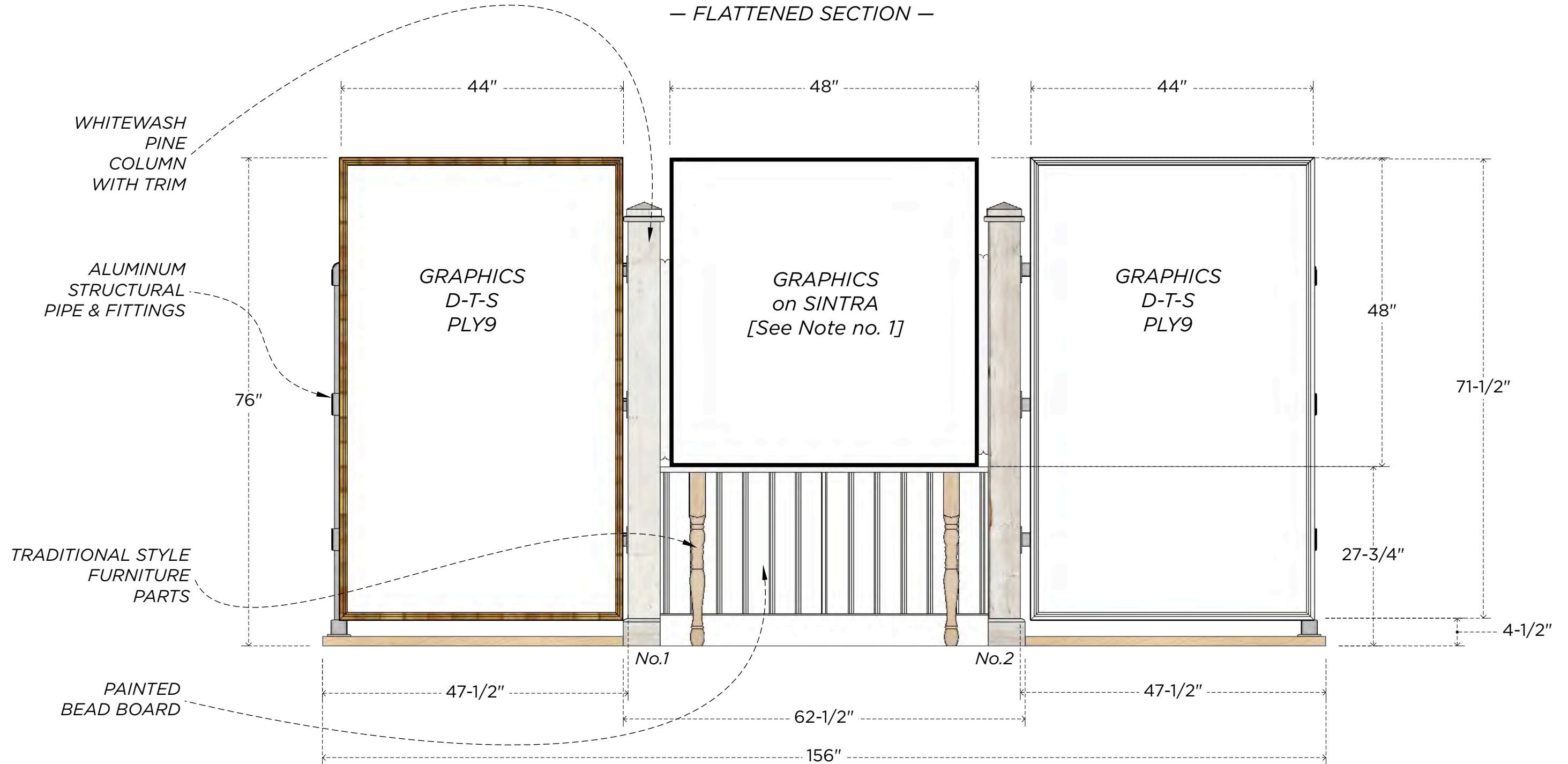
03.01
Sarah Taylor Van Hoosen

03.03
The Courtship

03.04
Joshua Van Hoosen

**Basic Module
Sarah Taylor
Van Hoosen Kiosk**

— FLATTENED SECTION —



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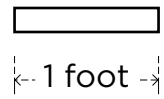
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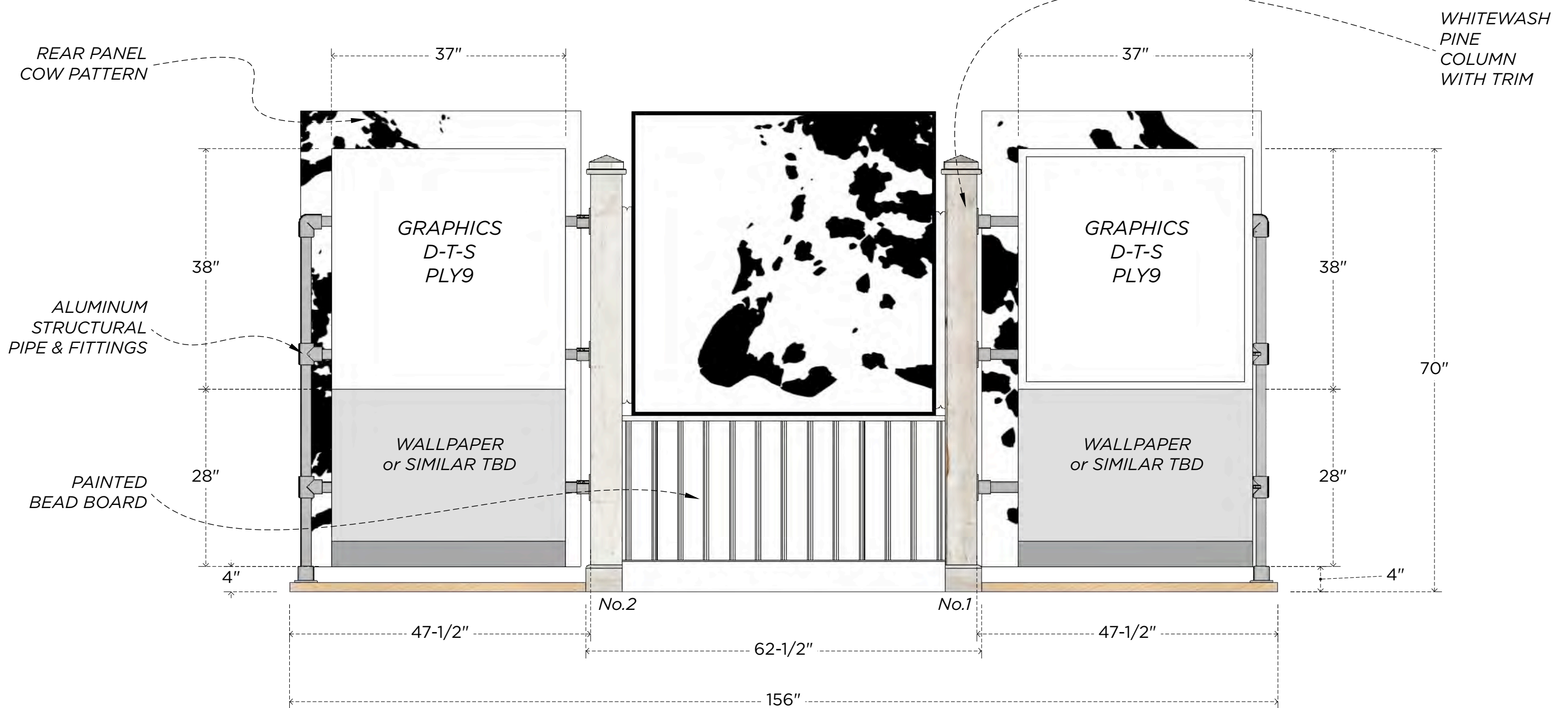


03.05
The Life of
Joshua Van Hoosen

03.02
The Life of
Sarah Taylor
Van Hoosen

**Basic Module
Sarah Taylor
Van Hoosen Kiosk**

— FLATTENED SECTION —



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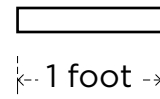
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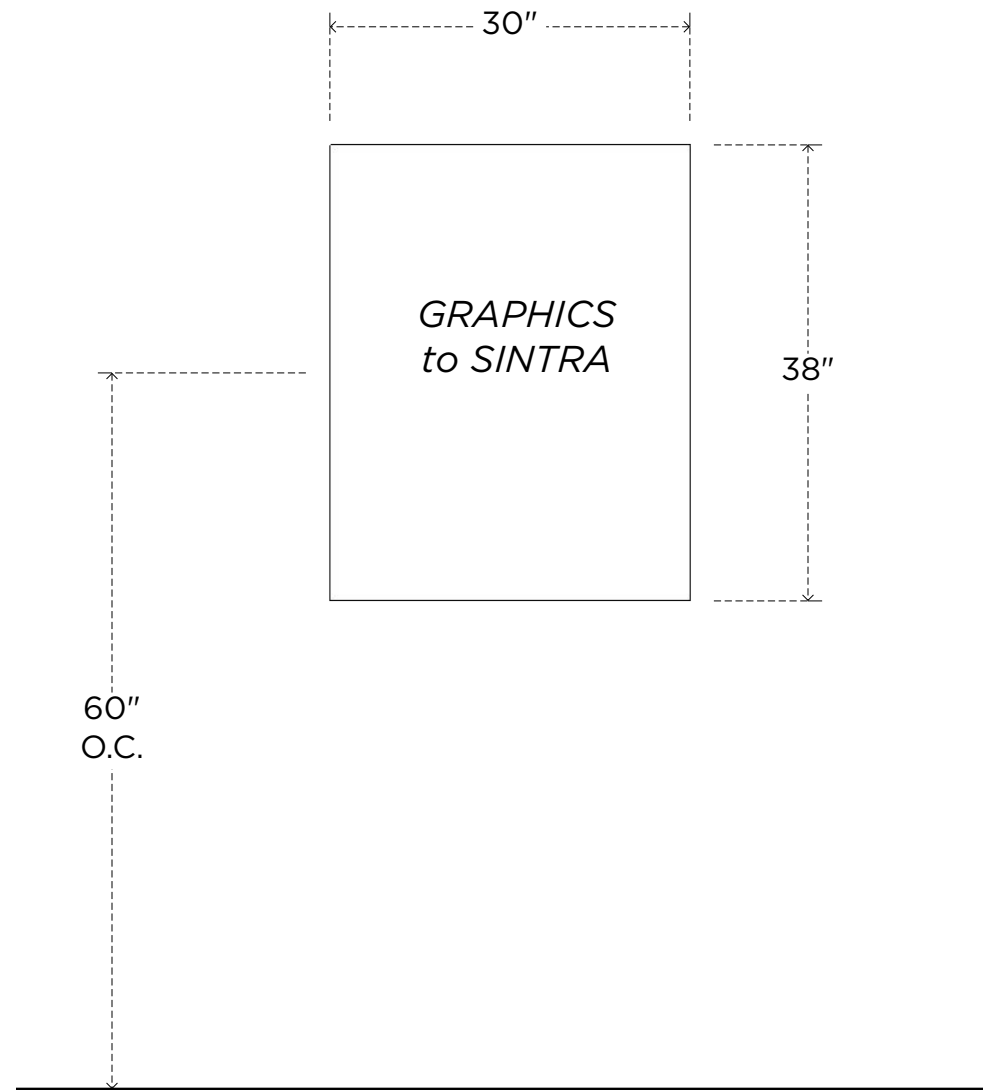
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SCALE 1:16



03.06
Joshua's Log Plumbing

Basic Module
Joshua's Log Plumbing



*EXISTING LOG
ARTIFACTS*



EXISTING
OBJECT DISPLAY
WITH NEW GRAPHICS



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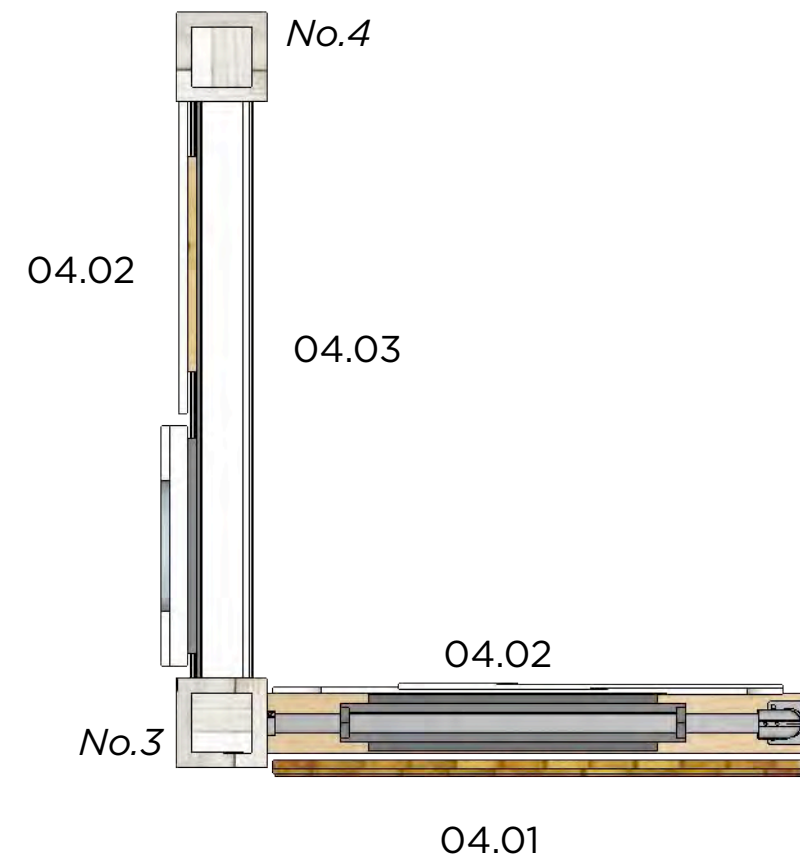
Alice Van Hoosen Jones Kiosk

Basic Module

COMPLETE MODULE



TOP



SIGN PANELS HANGING ON A
FREESTANDING WOOD AND
STRUCTURAL ALUMINUM FRAME.

*55sqft TOTAL FOOTPRINT
INCLUDING 3ft CLEARANCES*



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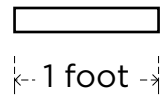
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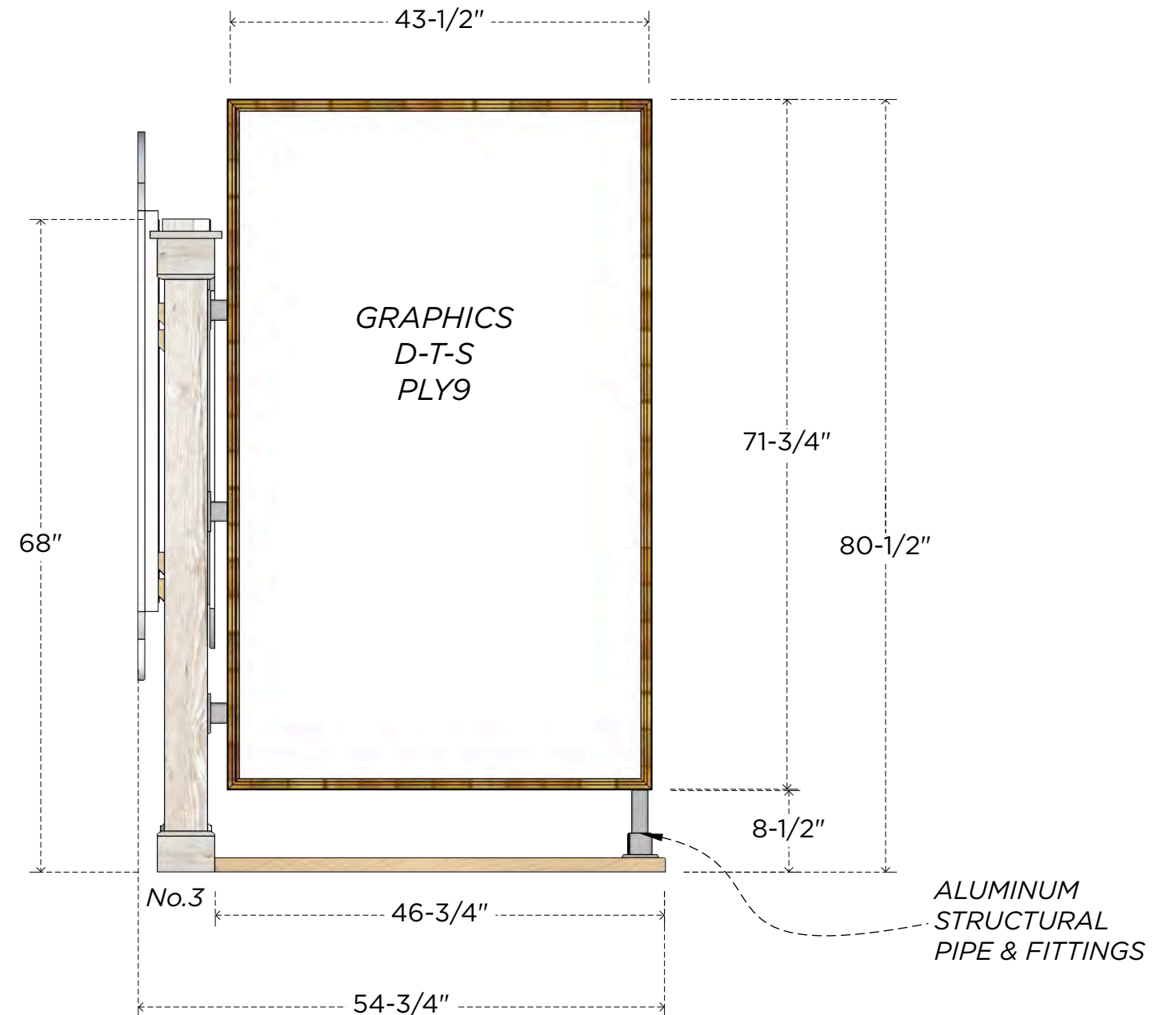
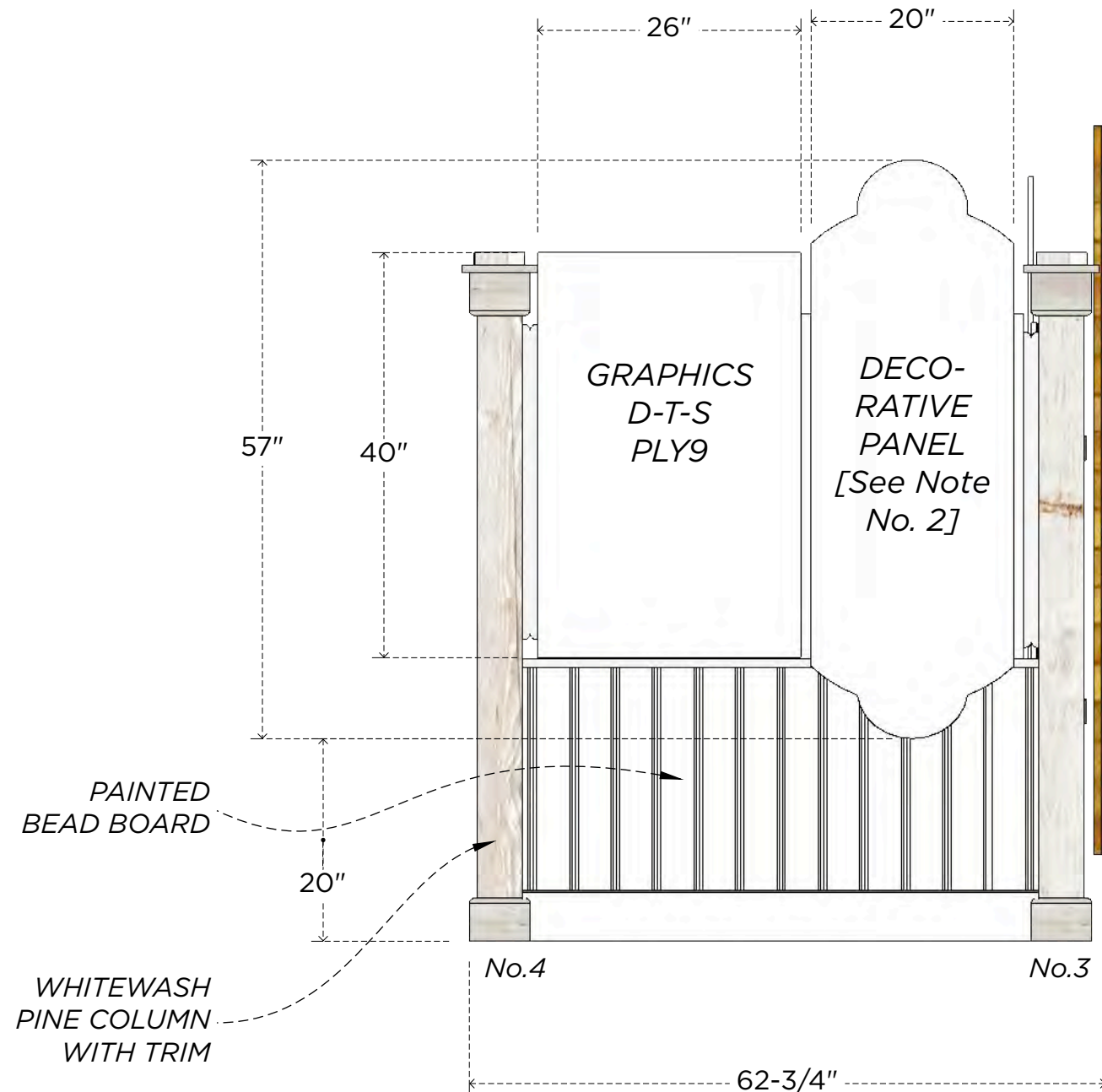
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04.02
The Life of
Alice Van Hoosen Jones

04.01
Alice Van Hoosen Jones

Basic Module
Alice Van Hoosen
Jones Kiosk



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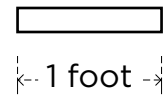
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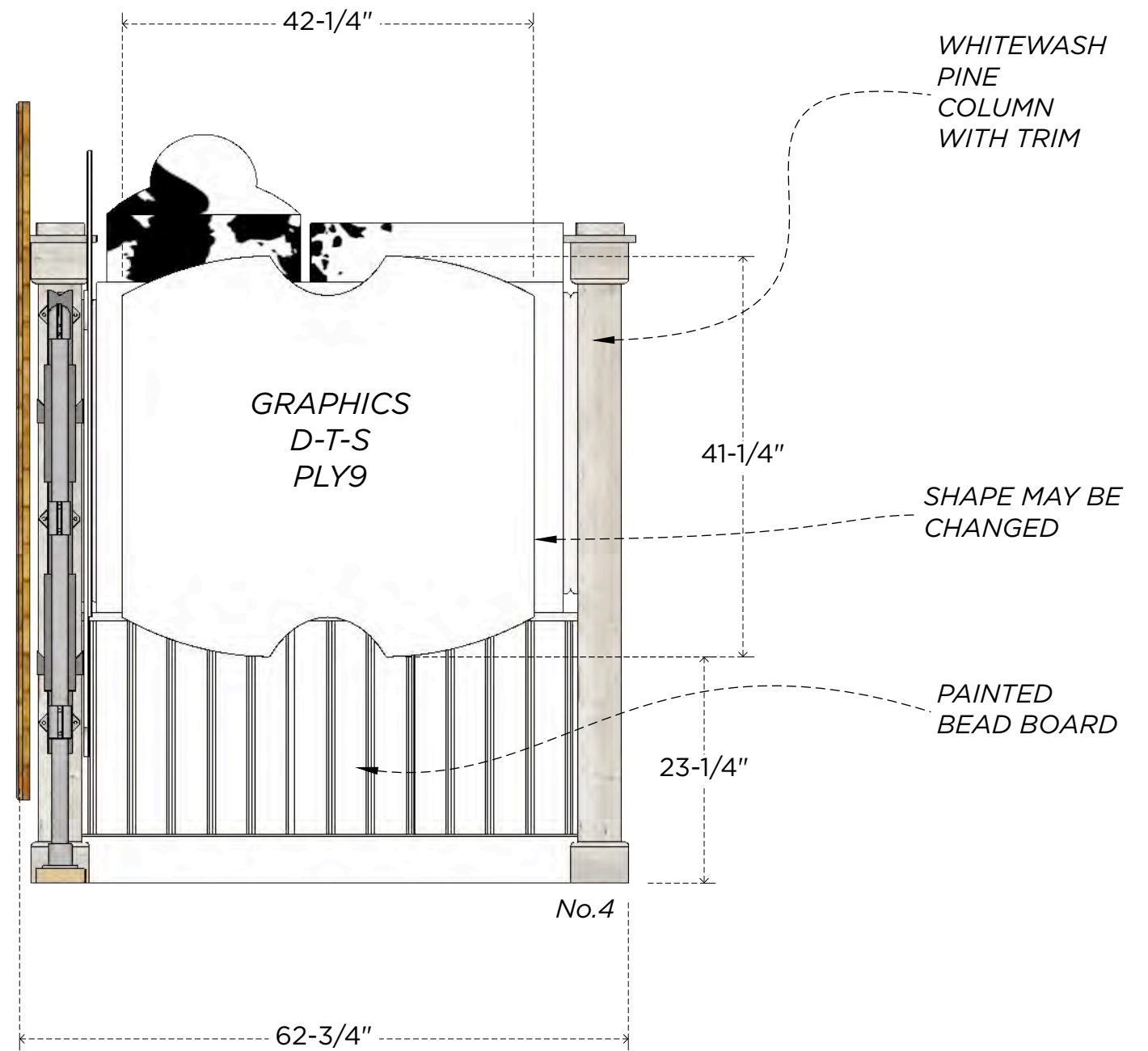
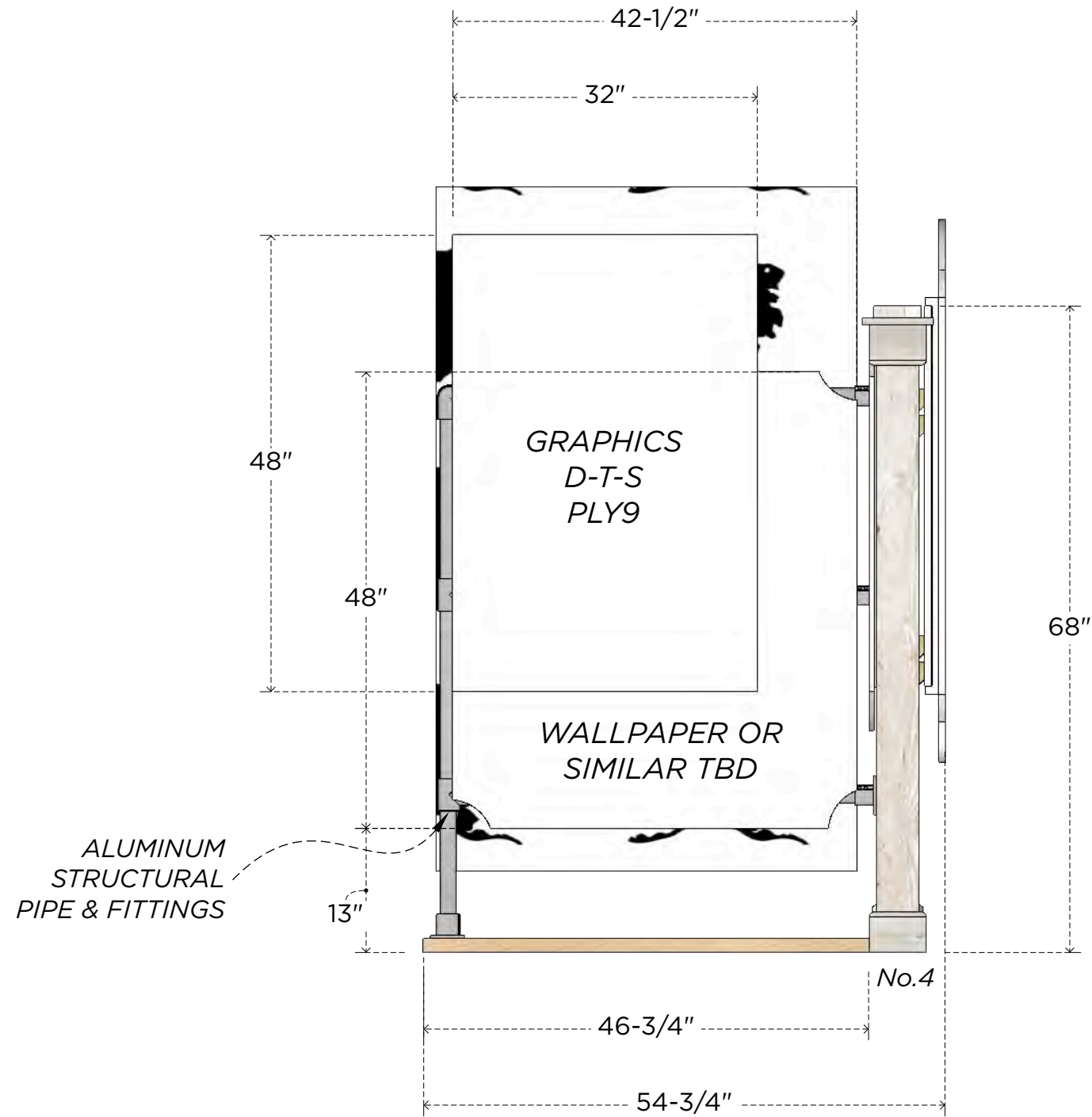
SCALE 1:16



04.03
Joseph Comstock Jones

04.04
The Elopement

Basic Module
Alice Van Hoosen
Jones Kiosk



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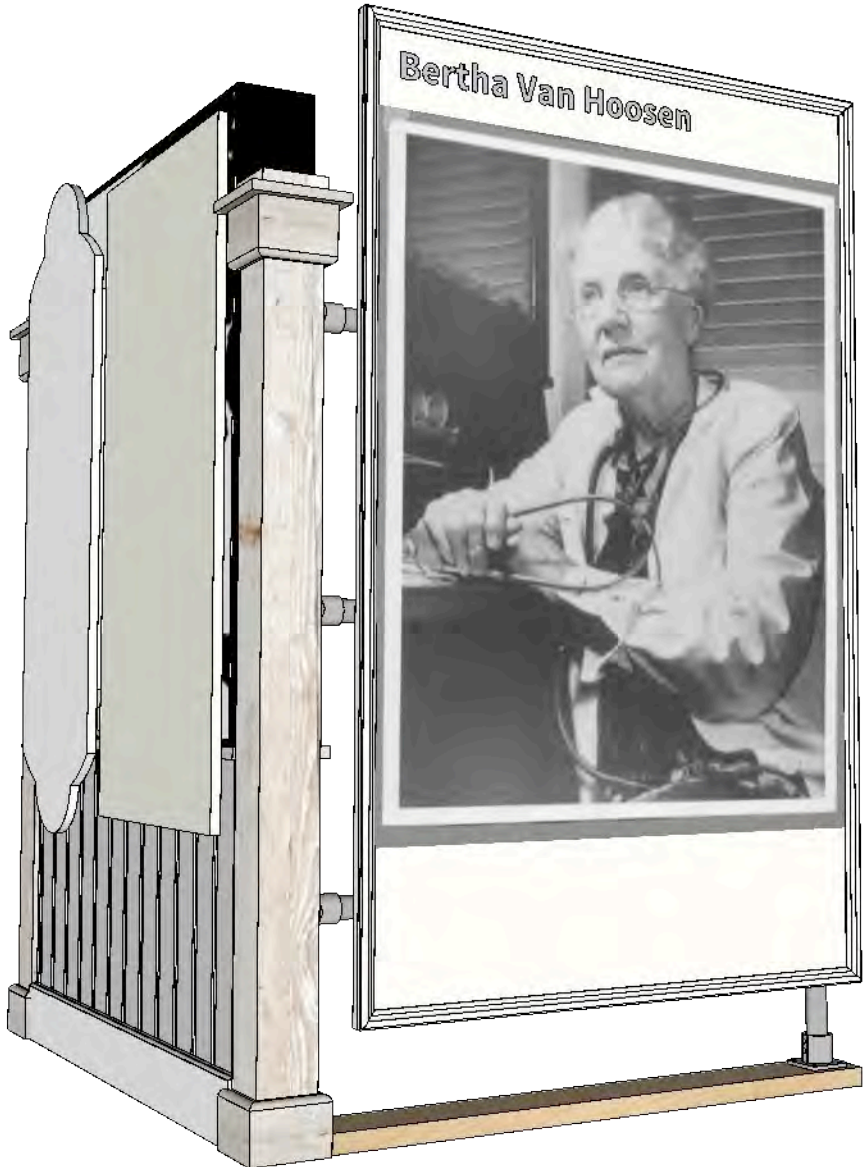
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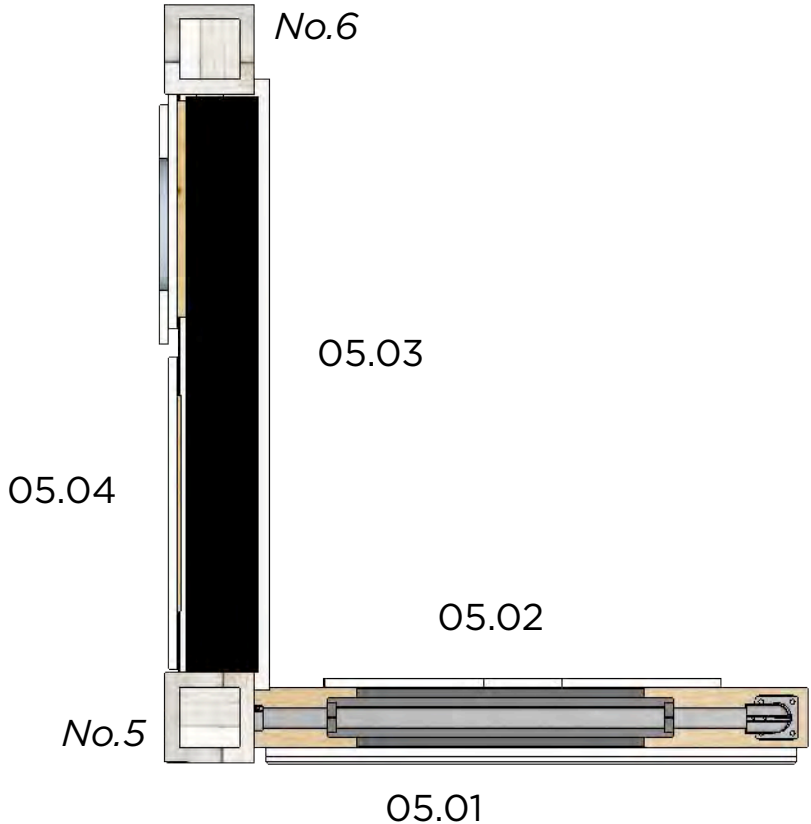
Bertha Van Hoosen Kiosk

Basic Module

COMPLETE MODULE



TOP



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including 3ft CLEARANCES*



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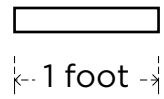
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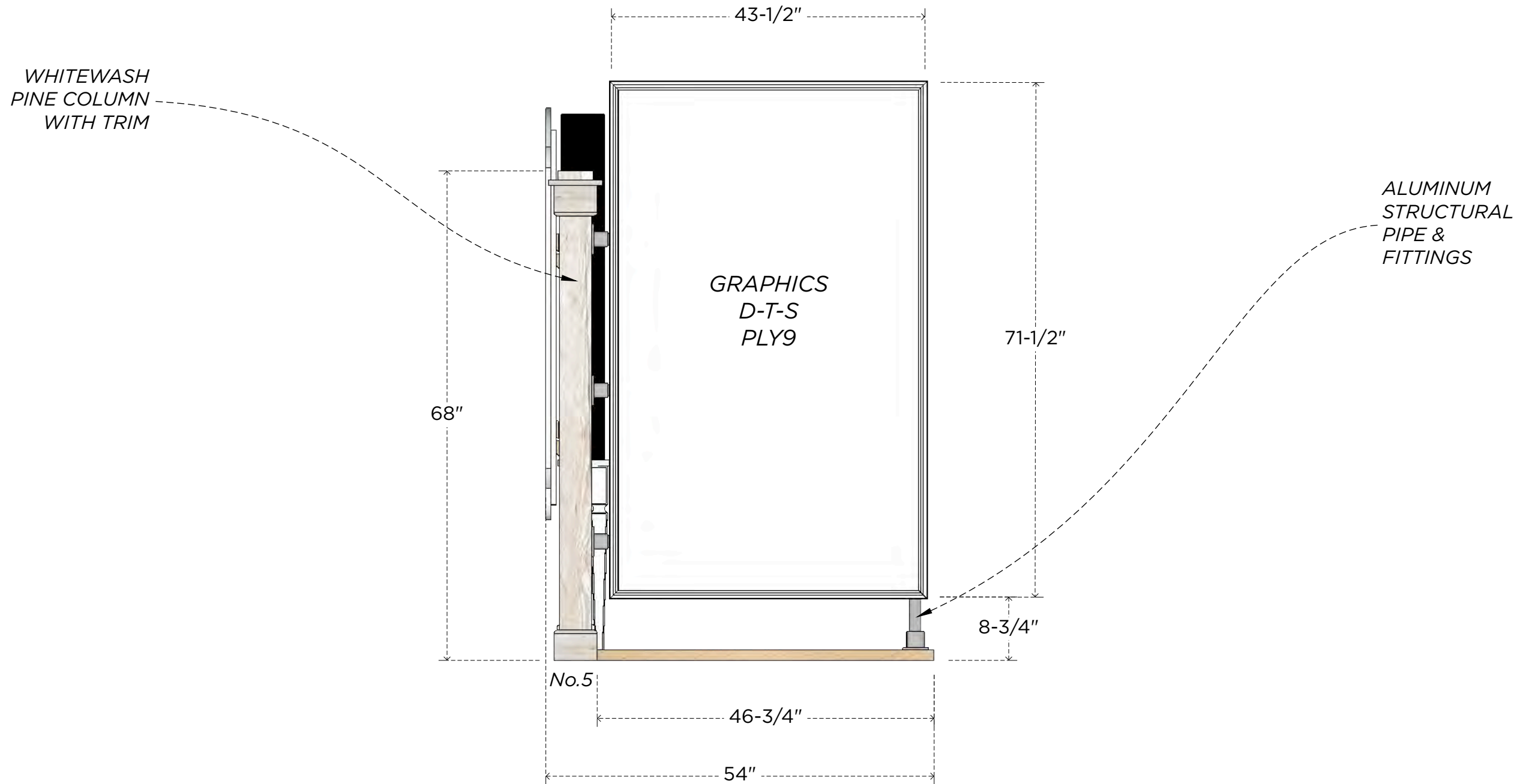
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SCALE 1:16



05.01
Bertha Van Hoosen Introduction

Basic Module
Bertha Van Hoosen
Kiosk



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ISSUE
03.27.18

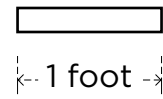
City of Rochester Hills
1000 Rochester Hills Drive
Rochester Hills, MI 48309

Pat McKay, Museum Manager
mckayp@rochesterhills.org
248.841.2671

Flutter & Wow
1013 Fountain St #1
Ann Arbor, MI 48103

Jason Stevens, Principal
jason@flutterwow.com
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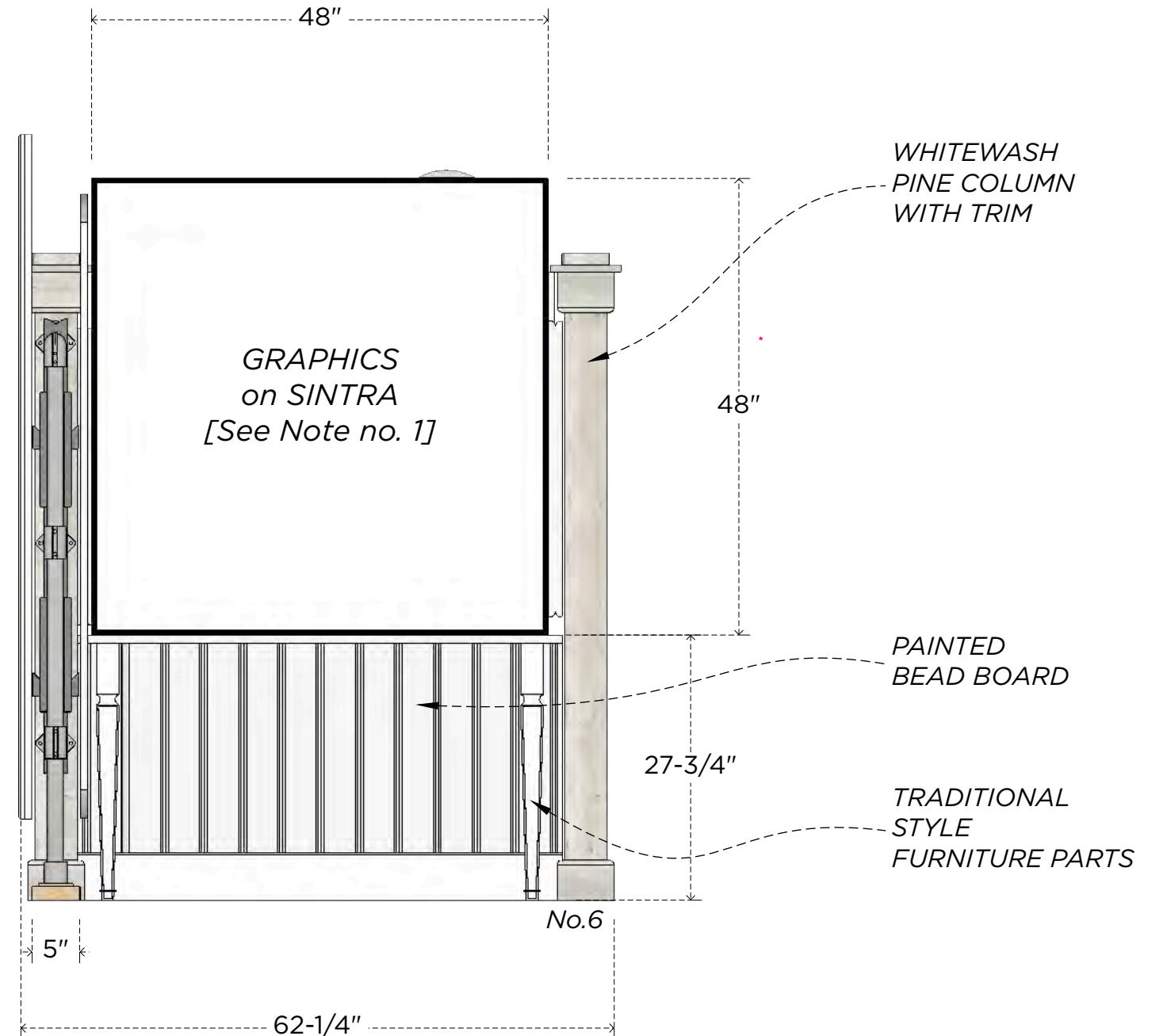
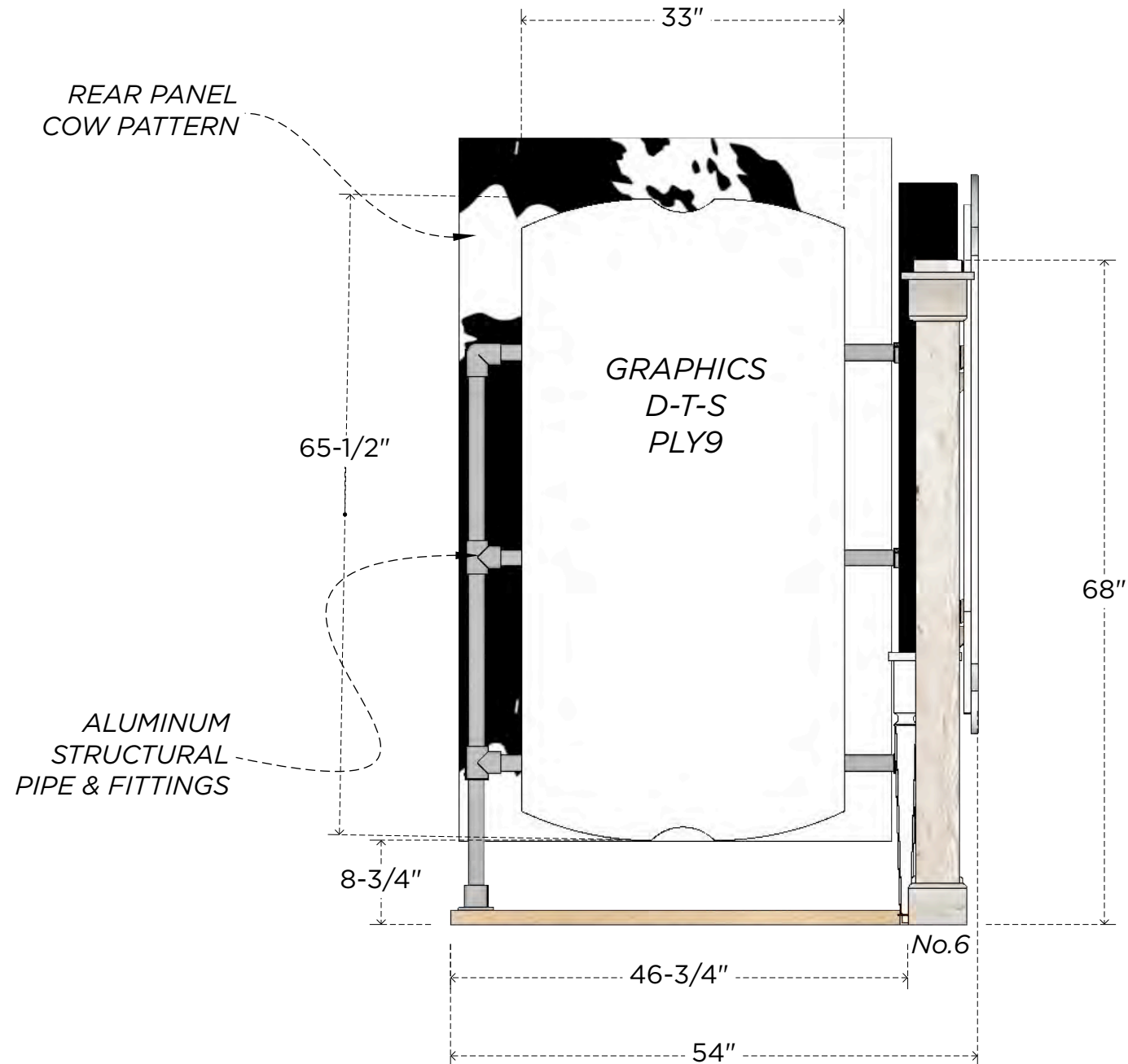
SCALE 1:16



05.02
Medicine in 1900

05.03
The Life of Bertha Van Hoosen

Basic Module
Bertha Van Hoosen
Kiosk



Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module

DOCUMENT TITLE
01.01 VHF_BasicModule_FinalDesign_032718

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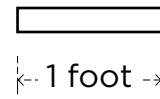
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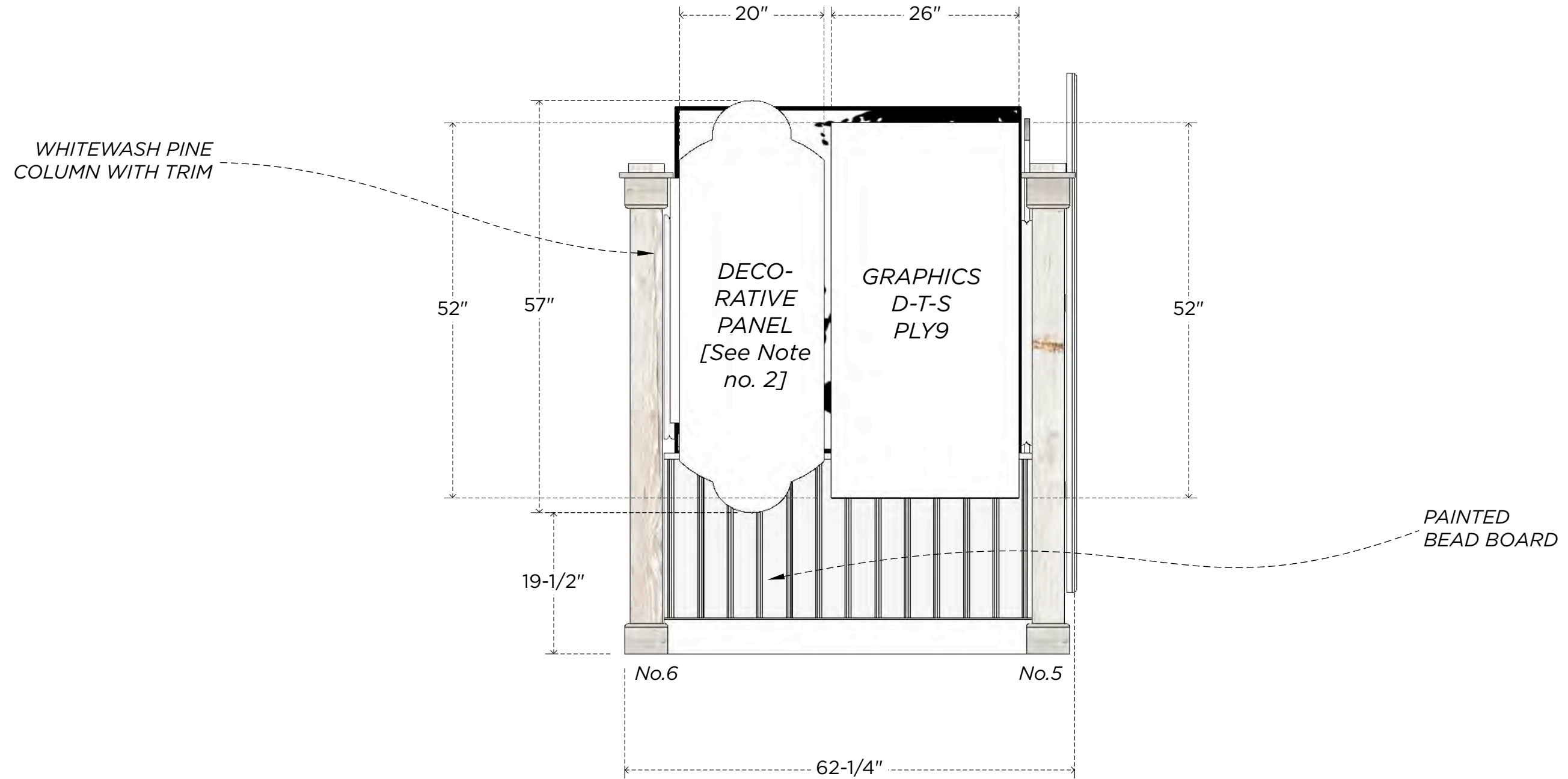
Jason Stevens, Principal
jason@flutterwow.com
210.364.6305

SCALE 1:16



05.04
Bertha's Surgical
Daughters

Basic Module
Bertha Van Hoosen
Kiosk



Rochester Hills Museum at Van Hoosen Farm
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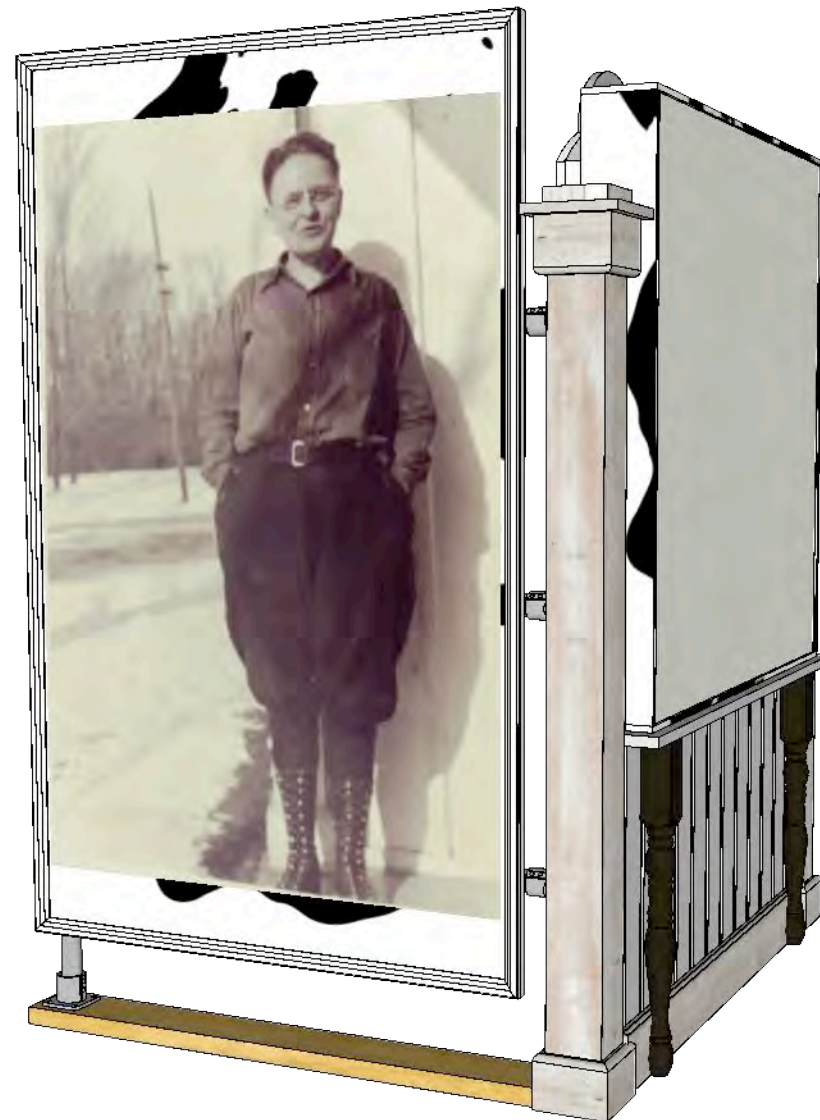
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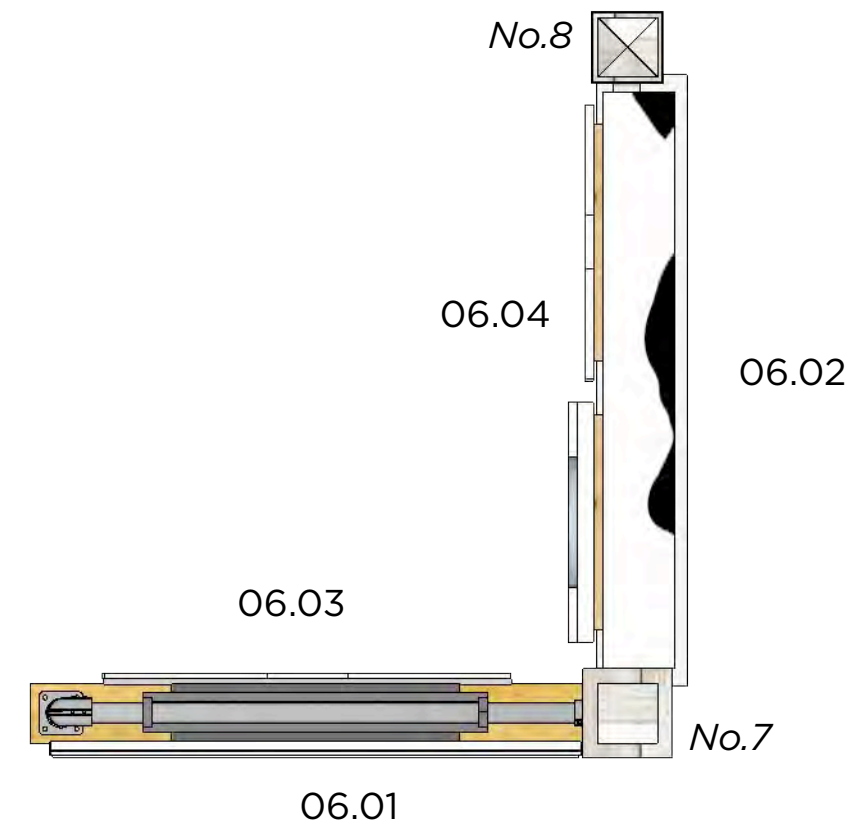
Sarah Van Hoosen Jones Kiosk

Basic Module

COMPLETE MODULE



TOP



SIGN PANELS HANGING ON A
FREESTANDING WOOD AND
STRUCTURAL ALUMINUM FRAME.

*55sqft TOTAL FOOTPRINT
including 3ft CLEARANCES*



**Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module**

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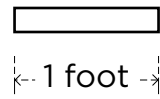
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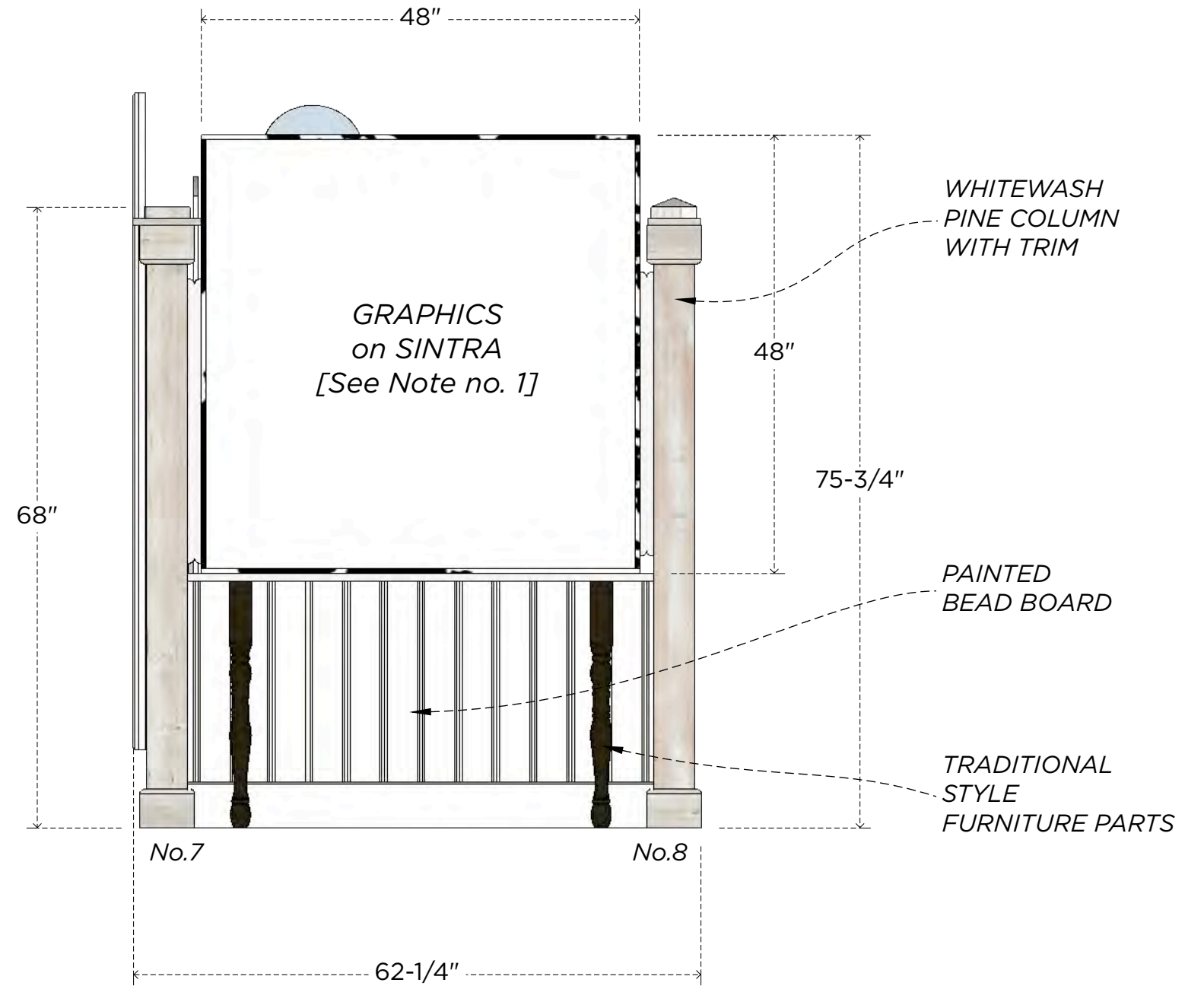
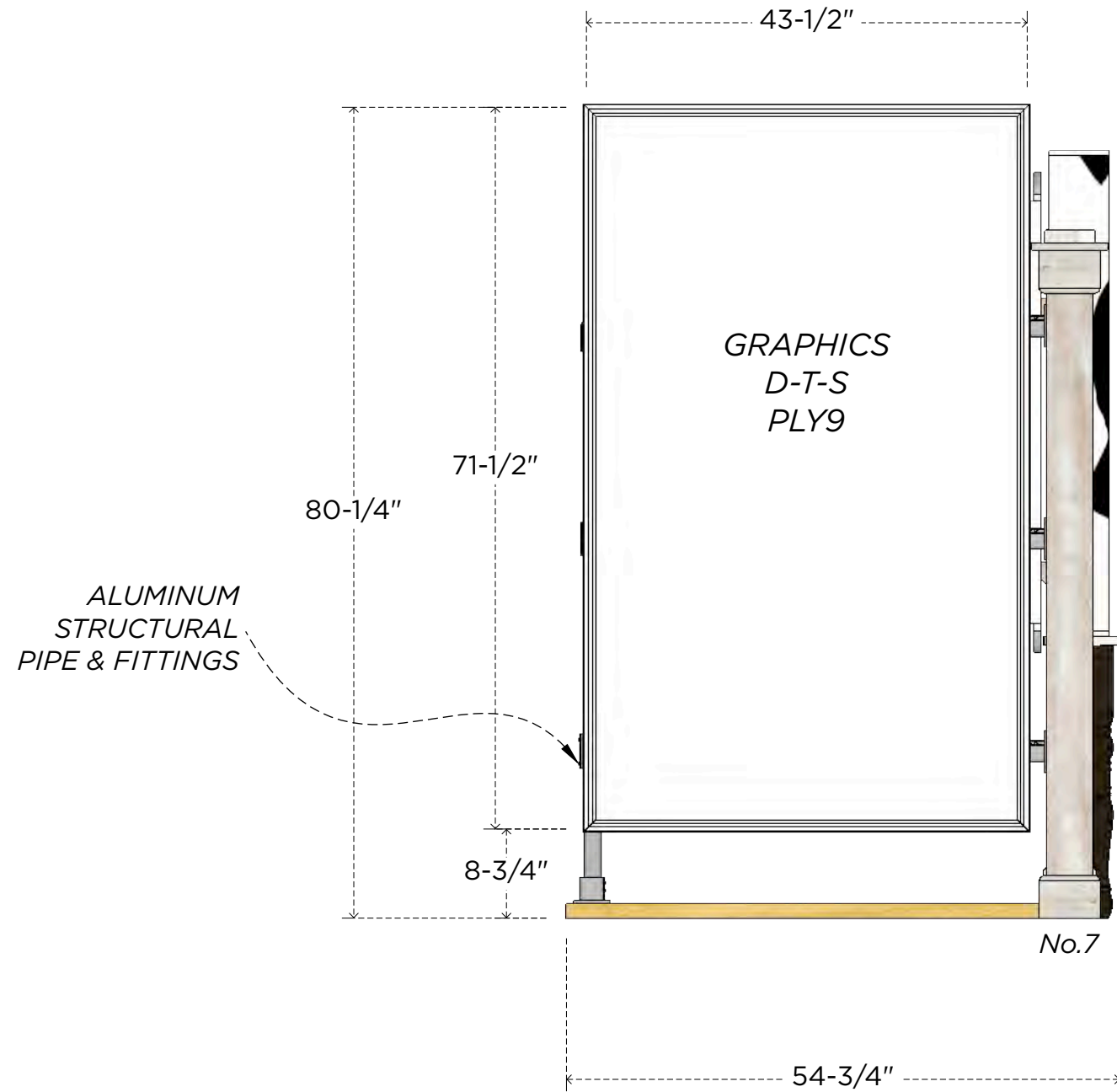
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06.01
Sarah Van Hoosen Jones

06.02
The Life of
Sarah Van Hoosen Jones

**Basic Module
Sarah Van Hoosen
Jones Kiosk**



**Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module**

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SCALE 1:16

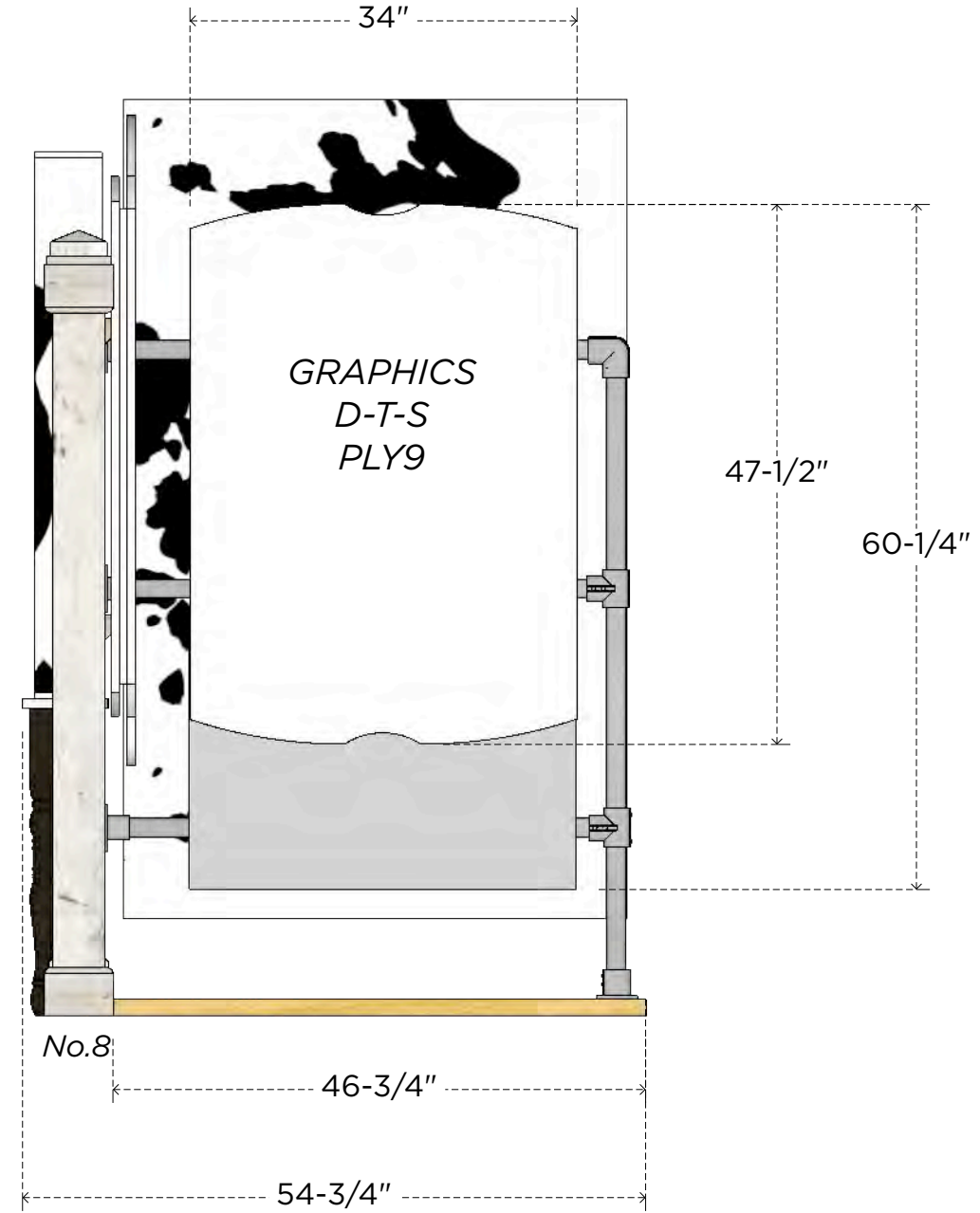
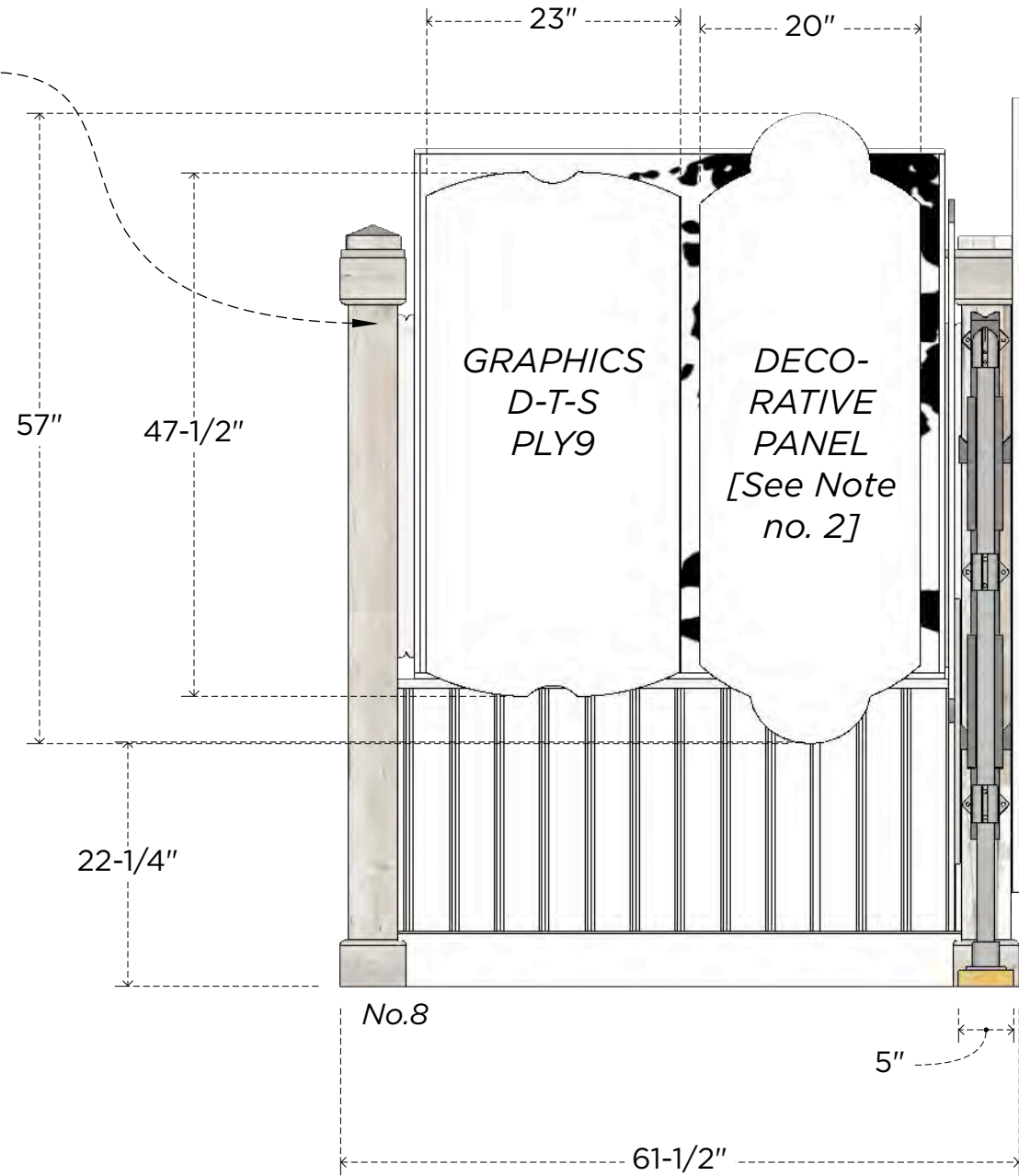


06.04
Alice Serrel

06.03
The Childhood of Sarah
Van Hoosen Jones

Basic Module
Sarah Van Hoosen
Jones Kiosk

WHITEWASH
PINE COLUMN
WITH TRIM #6



Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module

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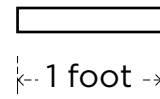
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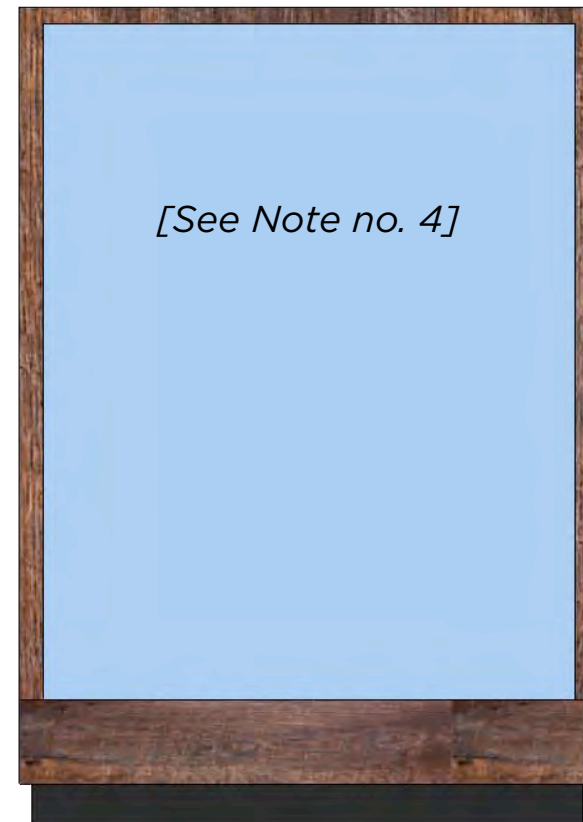
SCALE 1:16



07.01
This Dairy Barn

Basic Module
This Dairy Farm

EXISTING DISPLAY CASE



EXISTING CASE
WITH NEW OBJECTS
AND LABELS



Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module

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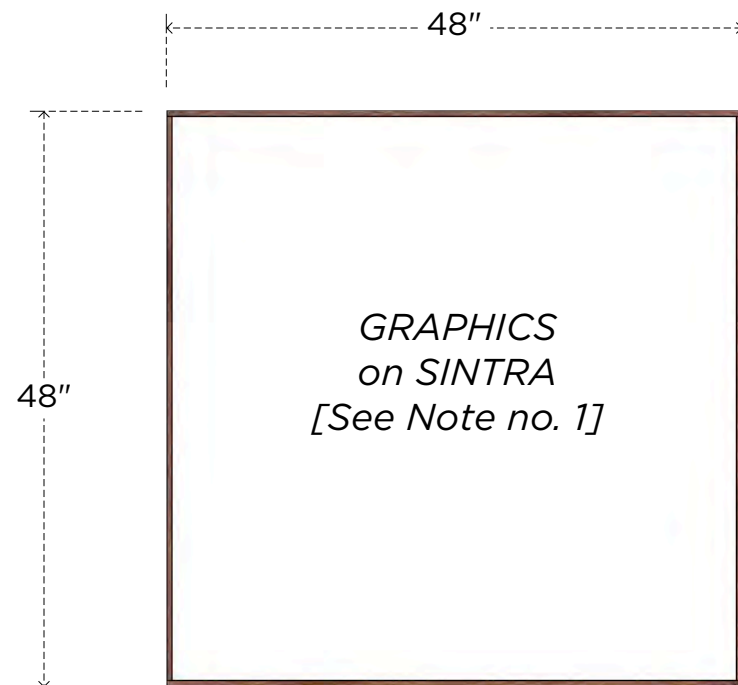
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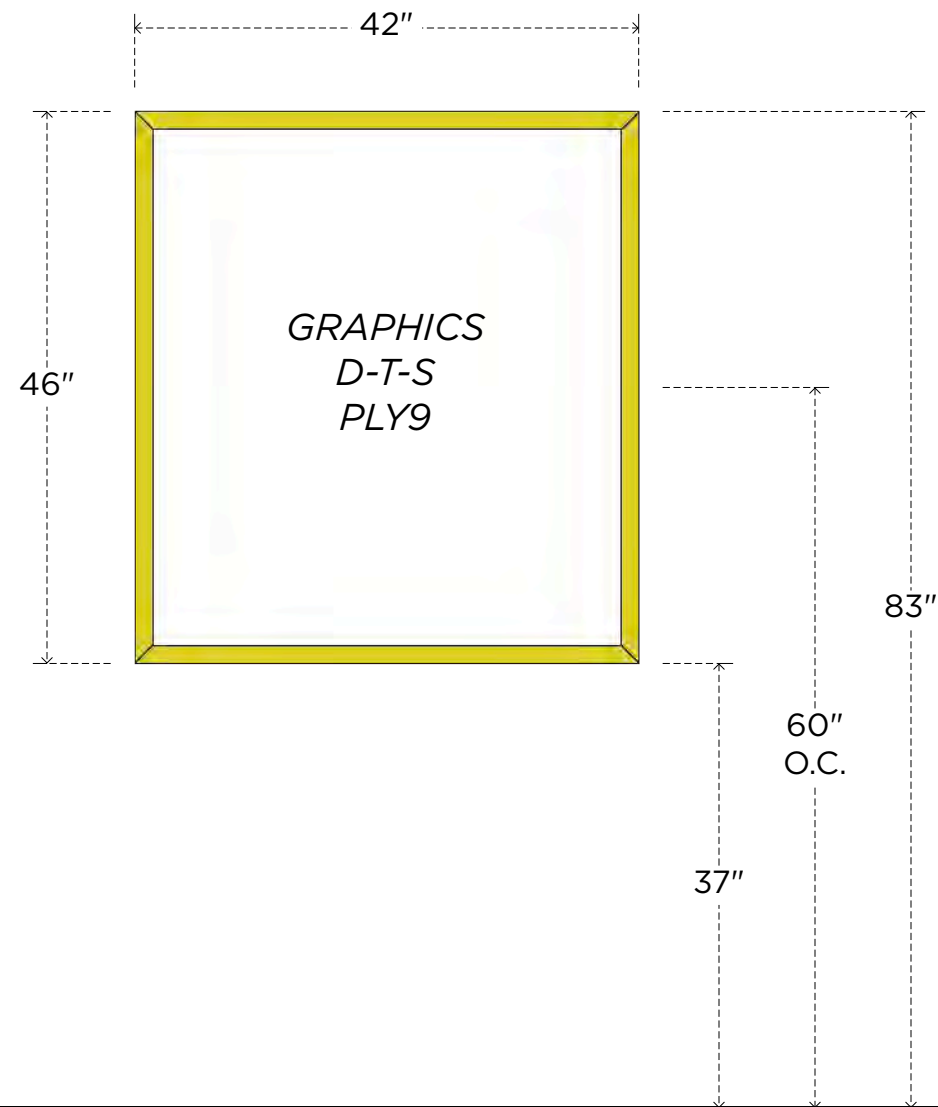
SCALE 1:16



07.02
Who Worked
On This Farm



07.04
Commercial Milk
Production 101



**Basic Module
This Dairy Farm**

07.06
Existing Dairy Barn
Labels



*NEW, MATCHING VERSIONS
OF EXISTING LOCATION
LABELS WILL BE CREATED.*

WALL HUNG
GRAPHIC PANELS



**Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module**

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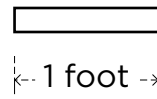
City of Rochester Hills
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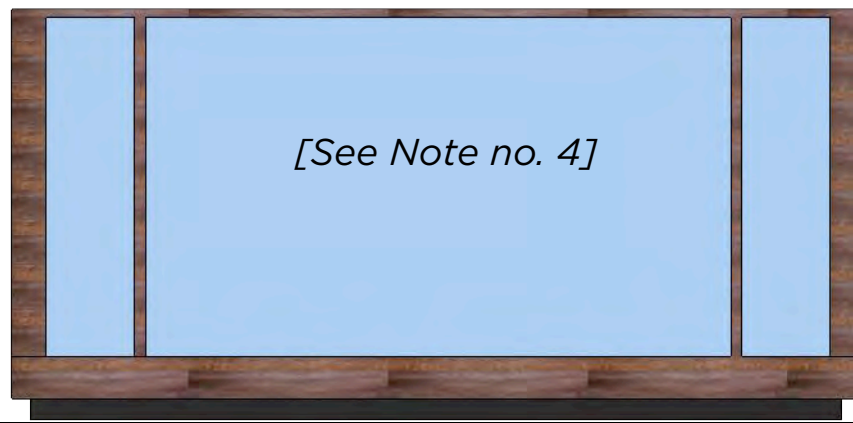
Jason Stevens, Principal
jason@flutterwow.com
210.364.6305

SCALE 1:16



07.03
What Was Made and
Sold at VHF

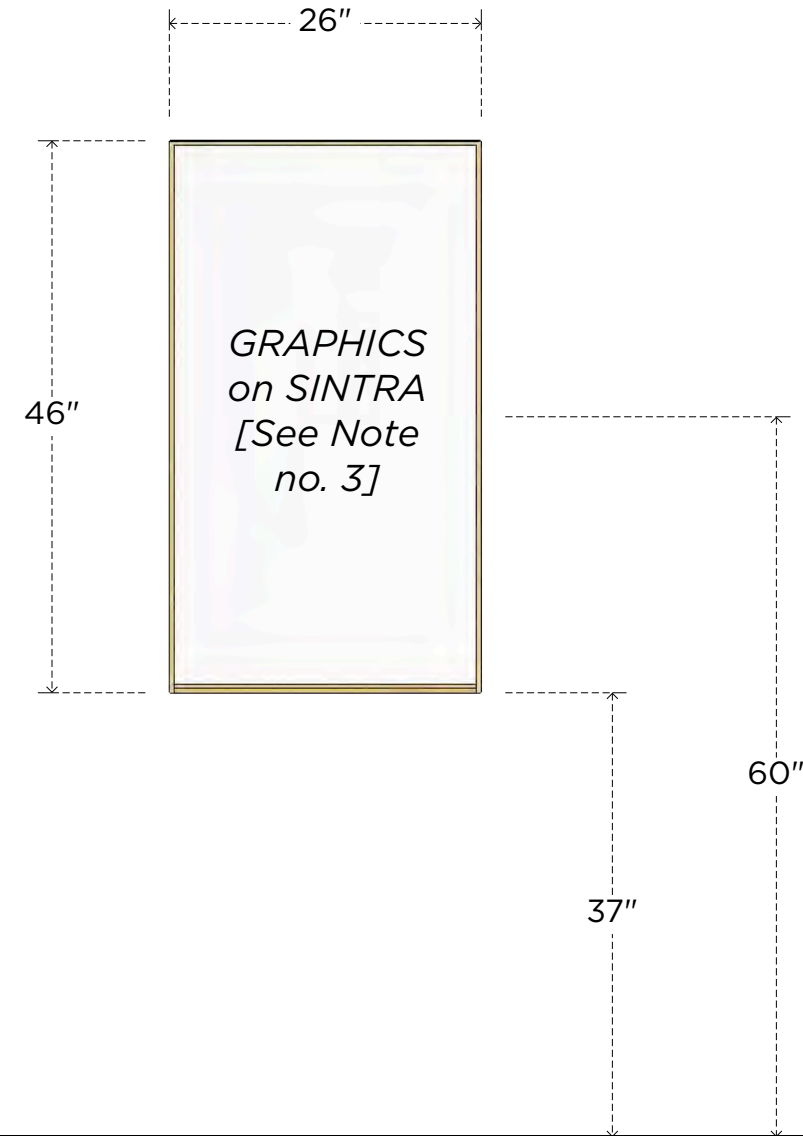
EXISTING DISPLAY CASE



EXISTING DISPLAY CASES

07.05
VHF Dairy
Innovations

Basic Module
This Dairy Farm



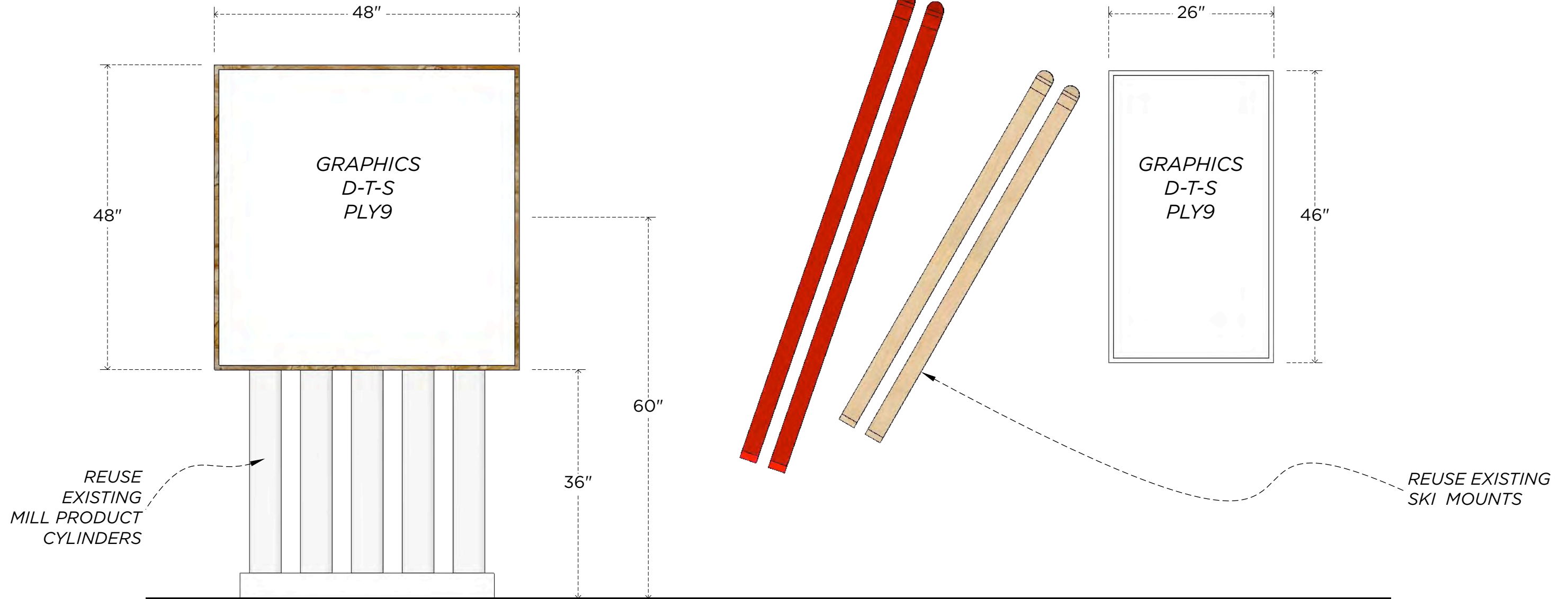
SCALE 1:16



08.01
Water Power and Mills

08.02
Ski Jump

Basic Module
The History of
Rochester Hills



WALL HUNG
GRAPHIC PANELS



Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module

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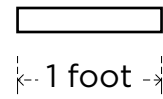
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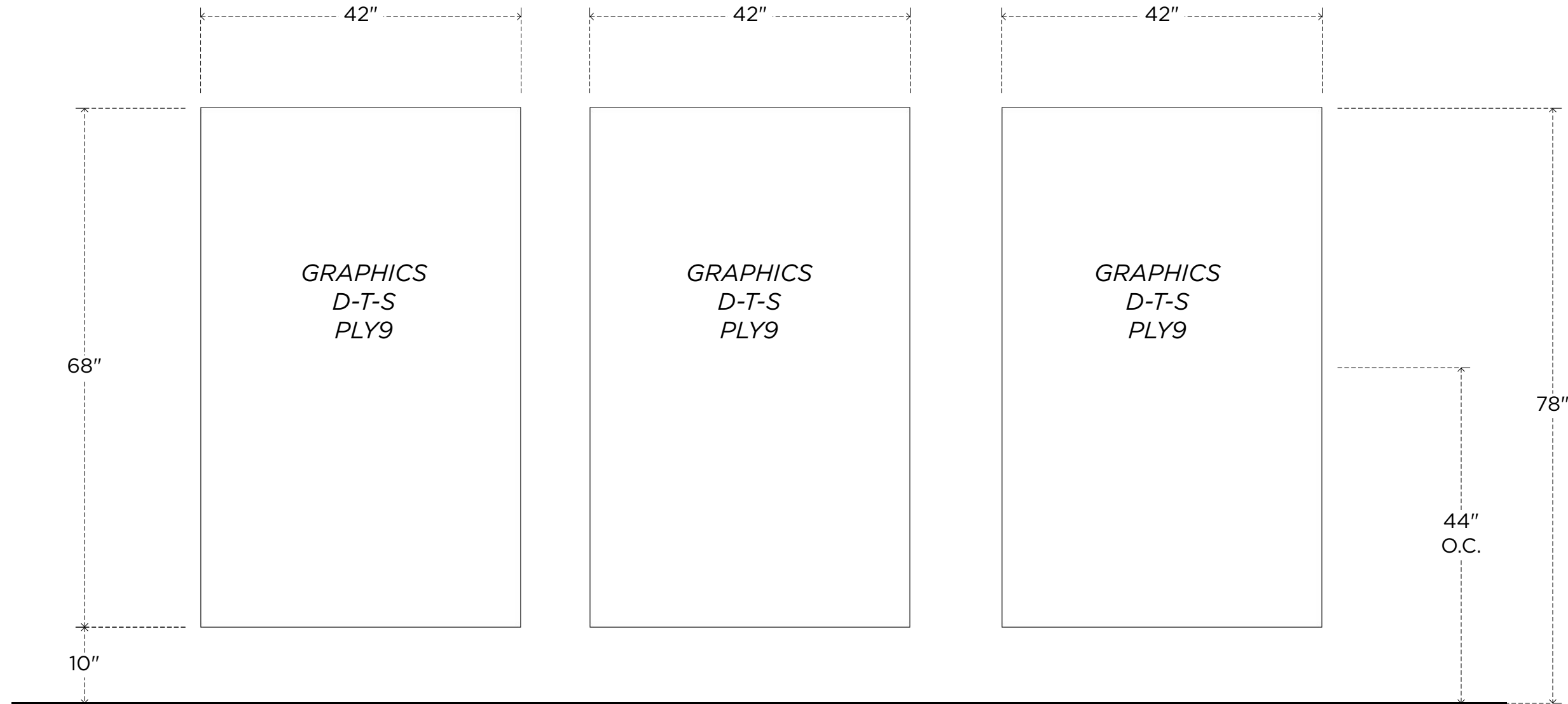


09.01
The Great Lakes Region

09.02
Potawatomi
Hunting Grounds

09.03
The Western Wilderness

**Basic Module
Where Here Is
(The Corn Silo)**



WALL HUNG
GRAPHIC PANELS



**Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module**

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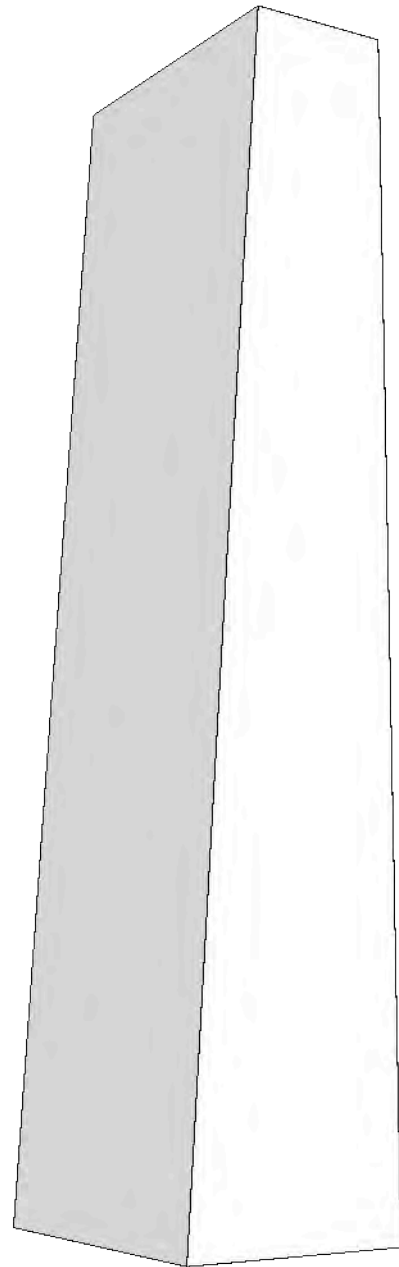
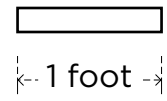
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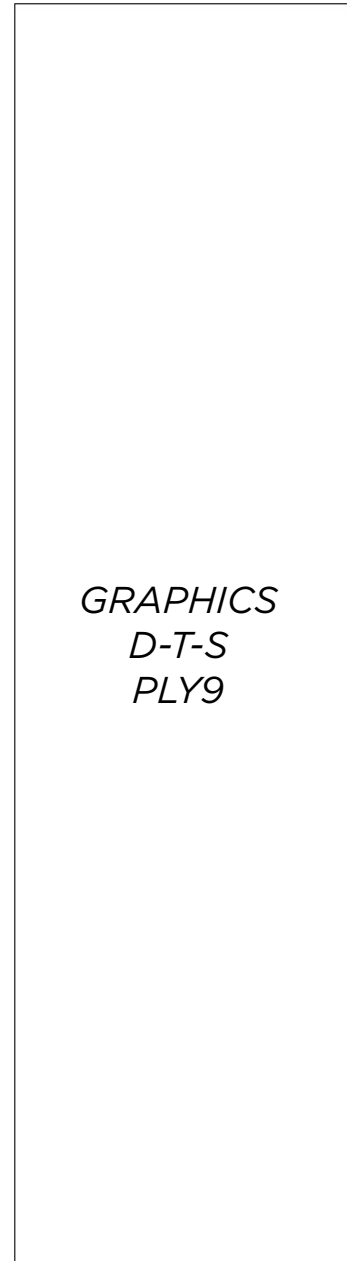
Jason Stevens, Principal
jason@flutterwow.com
210.364.6305

SCALE 1:16



09.07
A Corn Silo

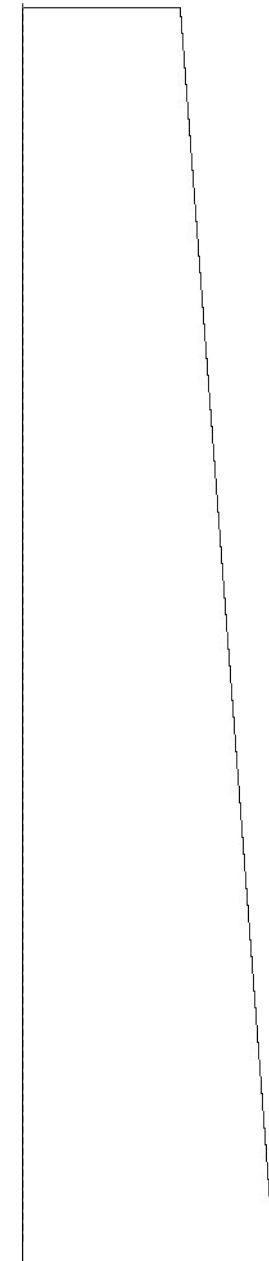
32"



120"

24"

15"



**Basic Module
Where Here Is
(The Corn Silo)**

WALL HUNG
GRAPHIC PANEL



**Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module**

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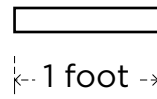
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SCALE 1:16

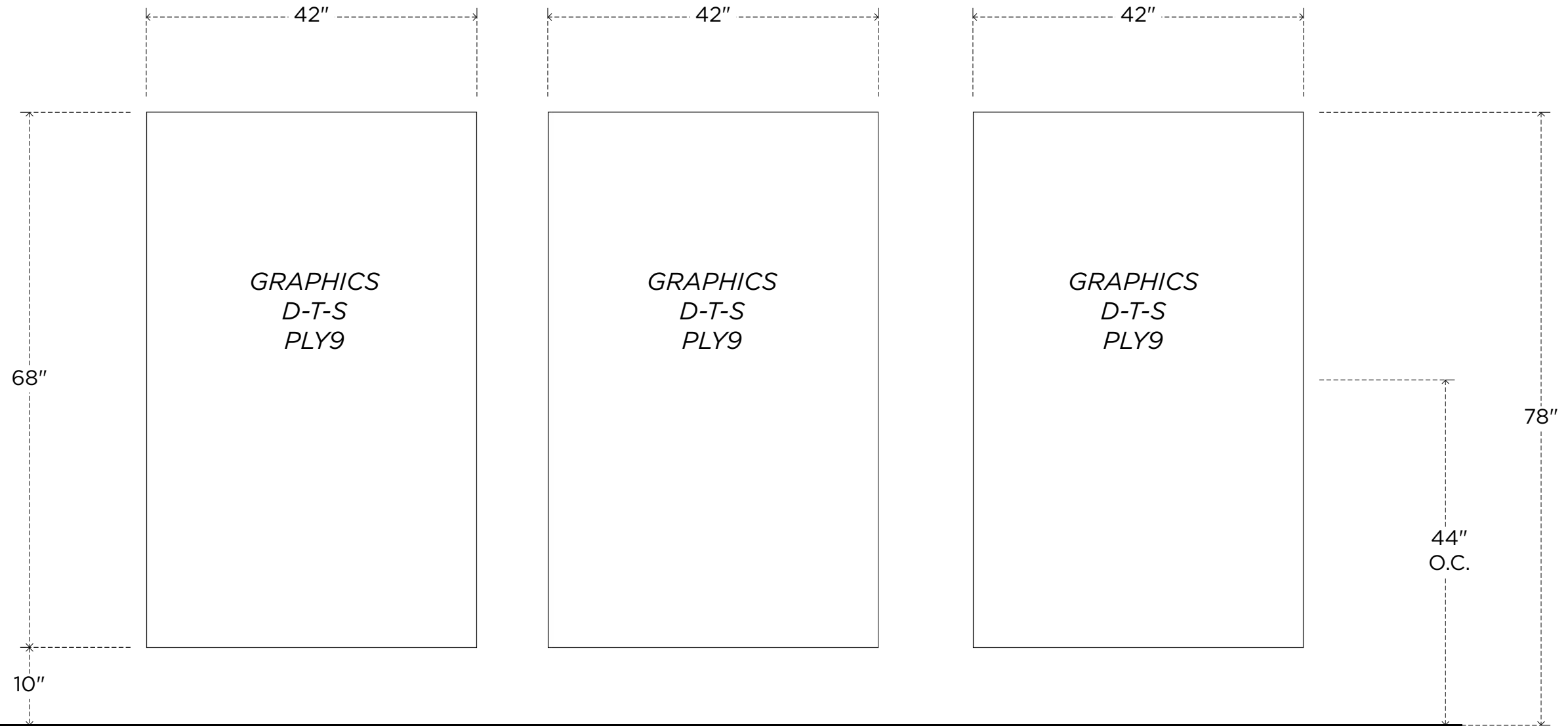


09.04
Stoney Creek &
Rochester Hills

09.05
The Taylor
Van Hoosen Farm

09.06
Rochester Hills Museum
at Van Hoosen Farm

**Basic Module
Where Here Is
(The Corn Silo)**



WALL HUNG
GRAPHIC PANELS



**Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module**

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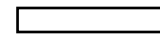
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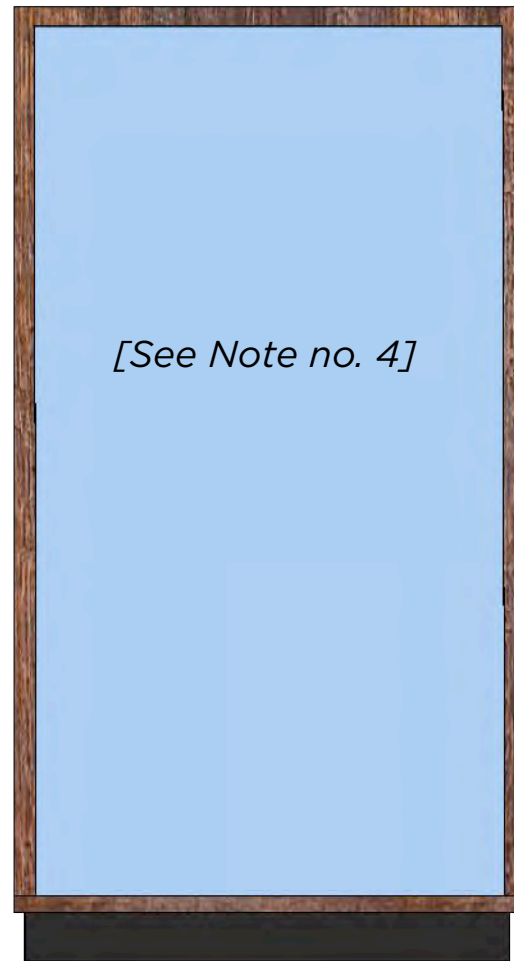
SCALE 1:16



1 foot

Basic Module About the Archive

EXISTING DISPLAY CASE



EXISTING CASE
WITH NEW OBJECTS
AND LABELS



Rochester Hills Museum at Van Hoosen Farm
Dairy Barn Exhibits: Basic Module

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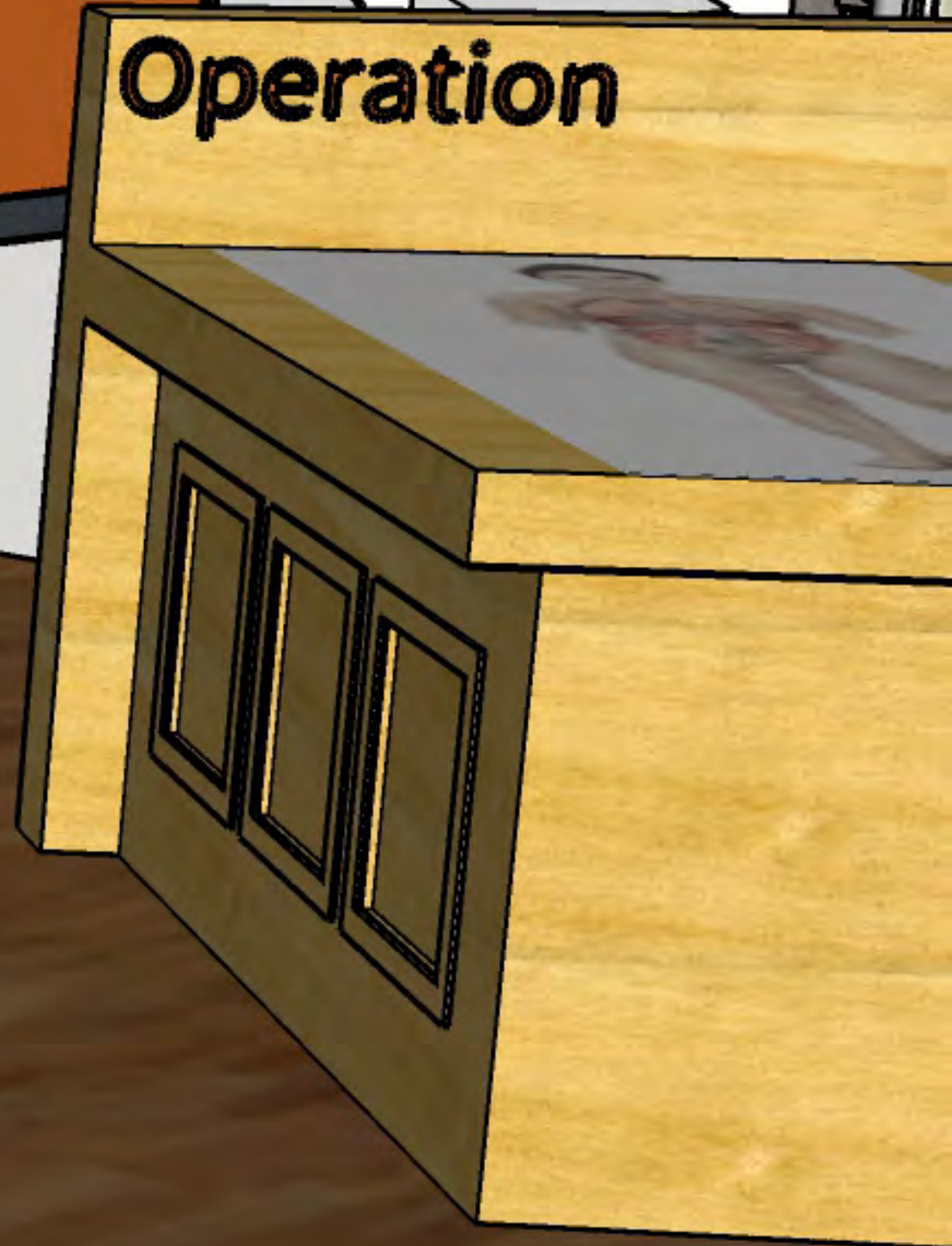
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NOTES

1. Four depicted exhibits contain a reference to this note. In this proposal, these exhibits contain graphics printed on sintra. These graphics are considered removable stand-ins for the "Illuminated Panels" exhibits proposed in the "VHF Statement of Probable Costs" document.
2. Three depicted elements contain a reference to this note. In this proposal, these panels are decorative. These panels are considered stand-ins and will provide support for mounting the interactive touchscreen exhibits proposed in the "VHF Statement of Probable Costs" document.
3. One exhibit depicted herein contains a reference to this note. This graphic on sintra is considered a stand-in for a new wall mount display case included in the "VHF Statement of Probable Costs" document.
4. Three depicted exhibits contain a reference to this note. In this proposal, these display cases are existing cases currently in the Museum's collection. These exhibits are considered stand-ins until new, more adequate, safe and secure cabinetry can be acquired.



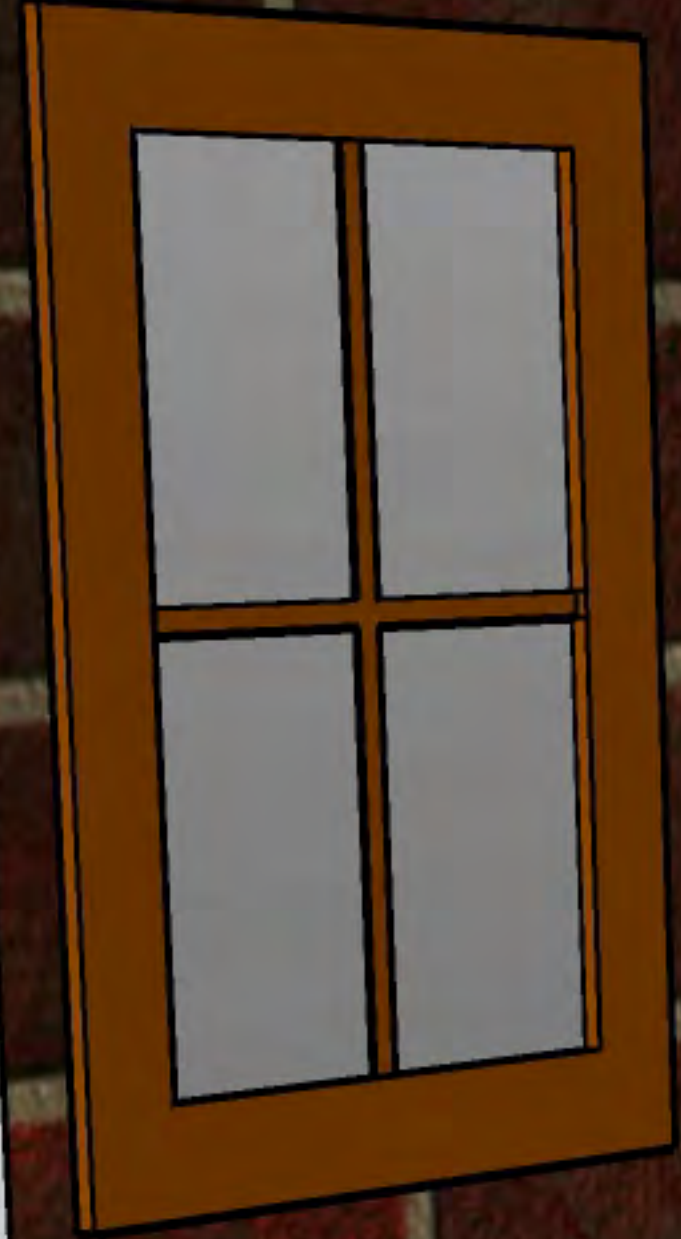


Working the Farm

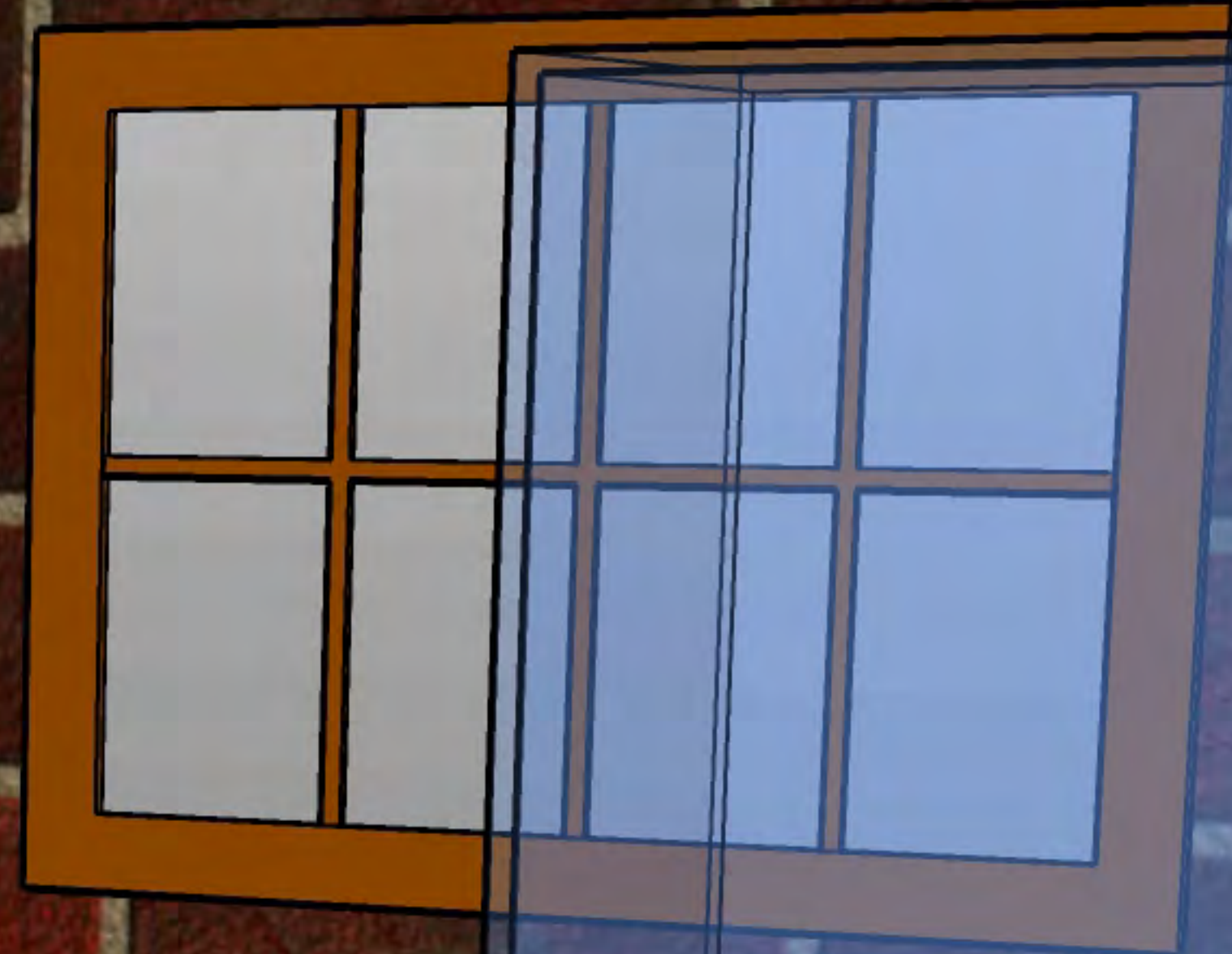
Explore Their World Through



Detroit Urban Railway



Ski Jump

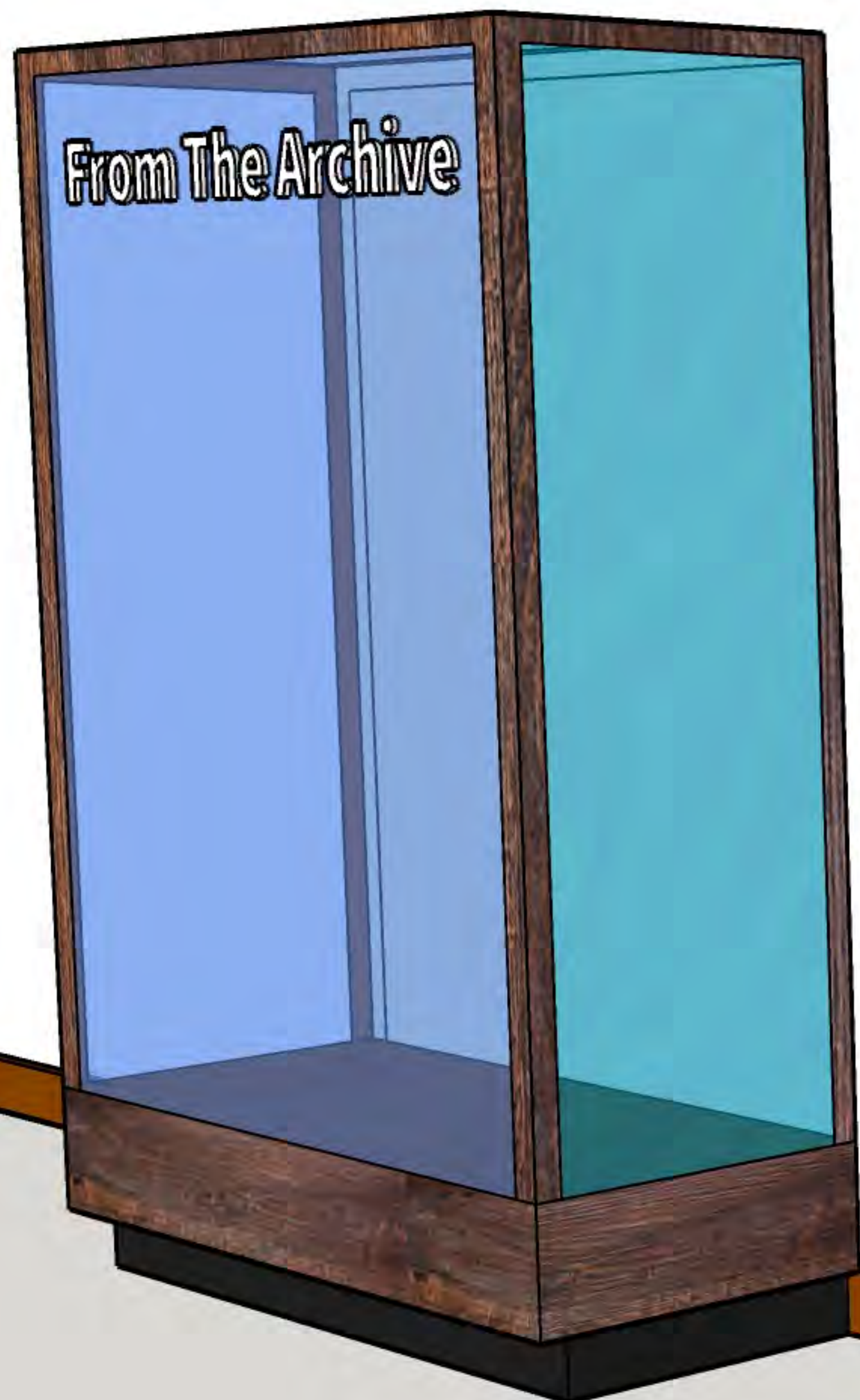


This Dairy Barn



Detroit
Urban
Railway

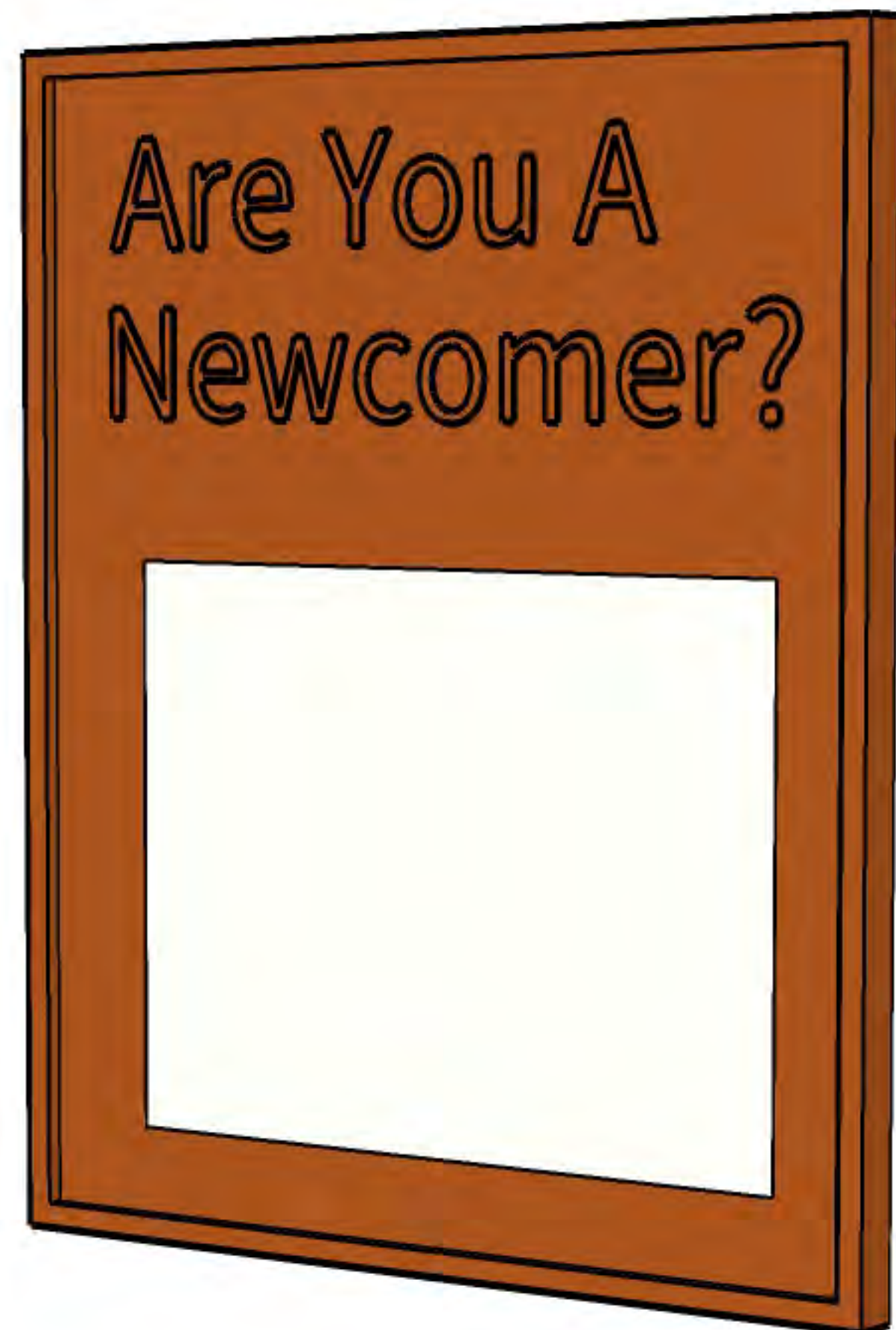




Rochester & Rochester Hills Quiz Boards

Creatures of the Night	
Animal	Habitat
<input type="checkbox"/> Southern Flying Squirrel	<input type="checkbox"/>
<input type="checkbox"/> Virginia Opossum	<input type="checkbox"/>
<input type="checkbox"/> Great Horned Owl	<input type="checkbox"/>
<input type="checkbox"/> Barred Owl	<input type="checkbox"/>
<input type="checkbox"/> Screech Owl	<input type="checkbox"/>
<input type="checkbox"/> Red Fox	<input type="checkbox"/>
<input type="checkbox"/> Bobcat	<input type="checkbox"/>
<input type="checkbox"/> White-Tailed Deer	<input type="checkbox"/>
<input type="checkbox"/> Raccoon	<input type="checkbox"/>
<input type="checkbox"/> Coon	<input type="checkbox"/>

Creatures of the Night	
Animal	Habitat
<input type="checkbox"/> Southern Flying Squirrel	<input type="checkbox"/>
<input type="checkbox"/> Virginia Opossum	<input type="checkbox"/>
<input type="checkbox"/> Great Horned Owl	<input type="checkbox"/>
<input type="checkbox"/> Barred Owl	<input type="checkbox"/>
<input type="checkbox"/> Screech Owl	<input type="checkbox"/>
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<input type="checkbox"/> Bobcat	<input type="checkbox"/>
<input type="checkbox"/> White-Tailed Deer	<input type="checkbox"/>
<input type="checkbox"/> Raccoon	<input type="checkbox"/>
<input type="checkbox"/> Coyote	<input type="checkbox"/>



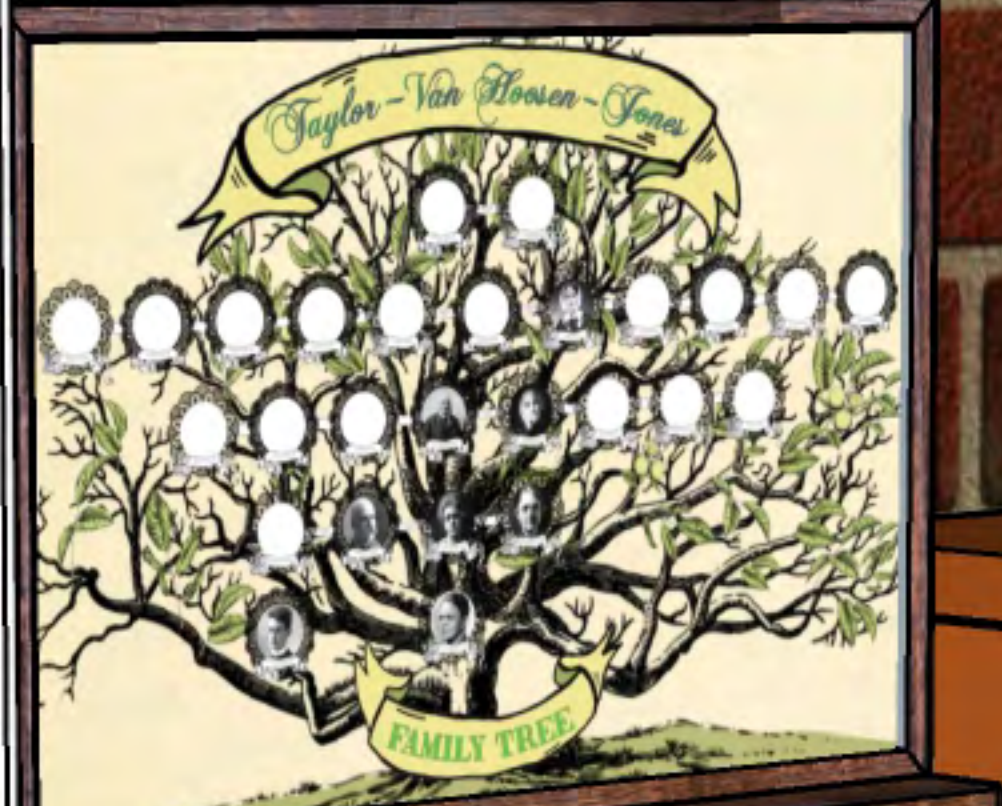
Community Talkback Board

Community Talkback Board

Bertha Van Hoosen



SVHJ
Zonta
Speech

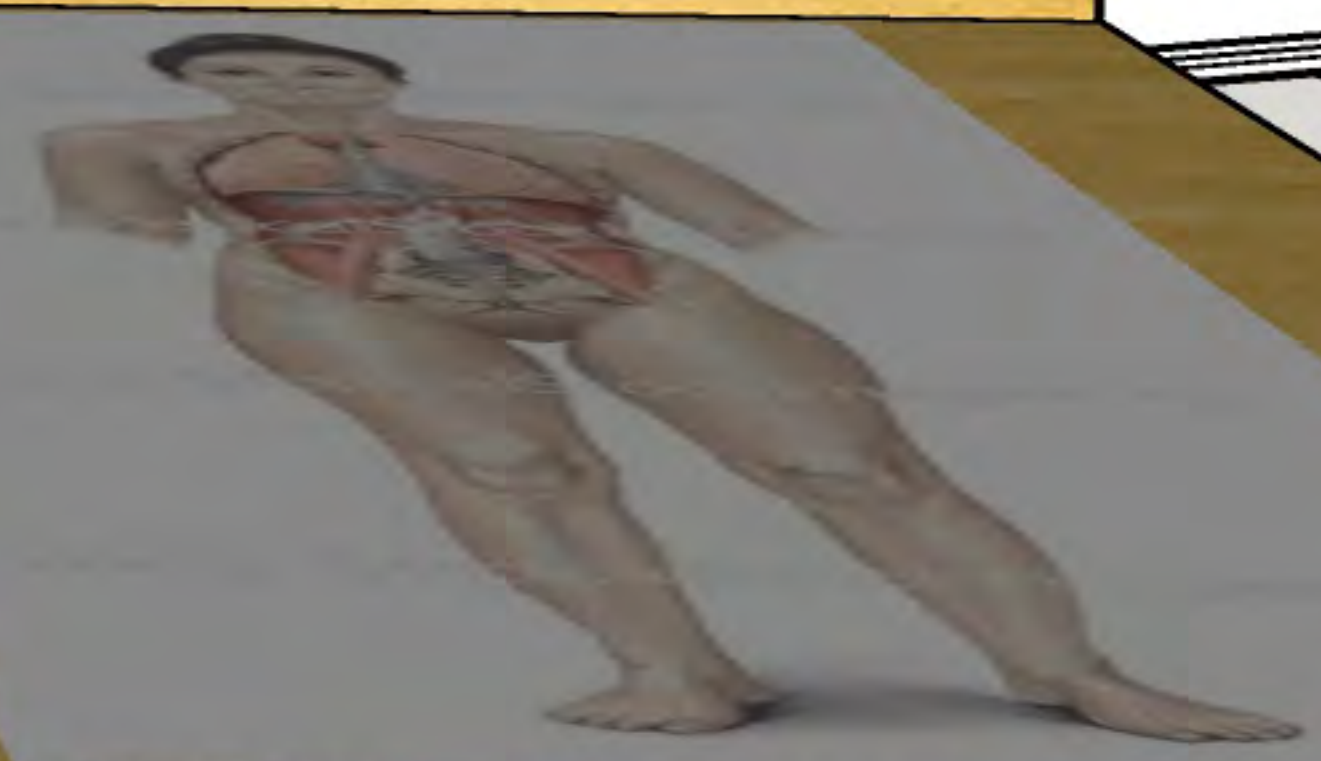


Working
the Farm

Explore Their
World Travels



Operation





Sign of the
Black & White
Cow

The Western
Wilderness

Corn
Silo

Stoney Creek &
Rochester Hills



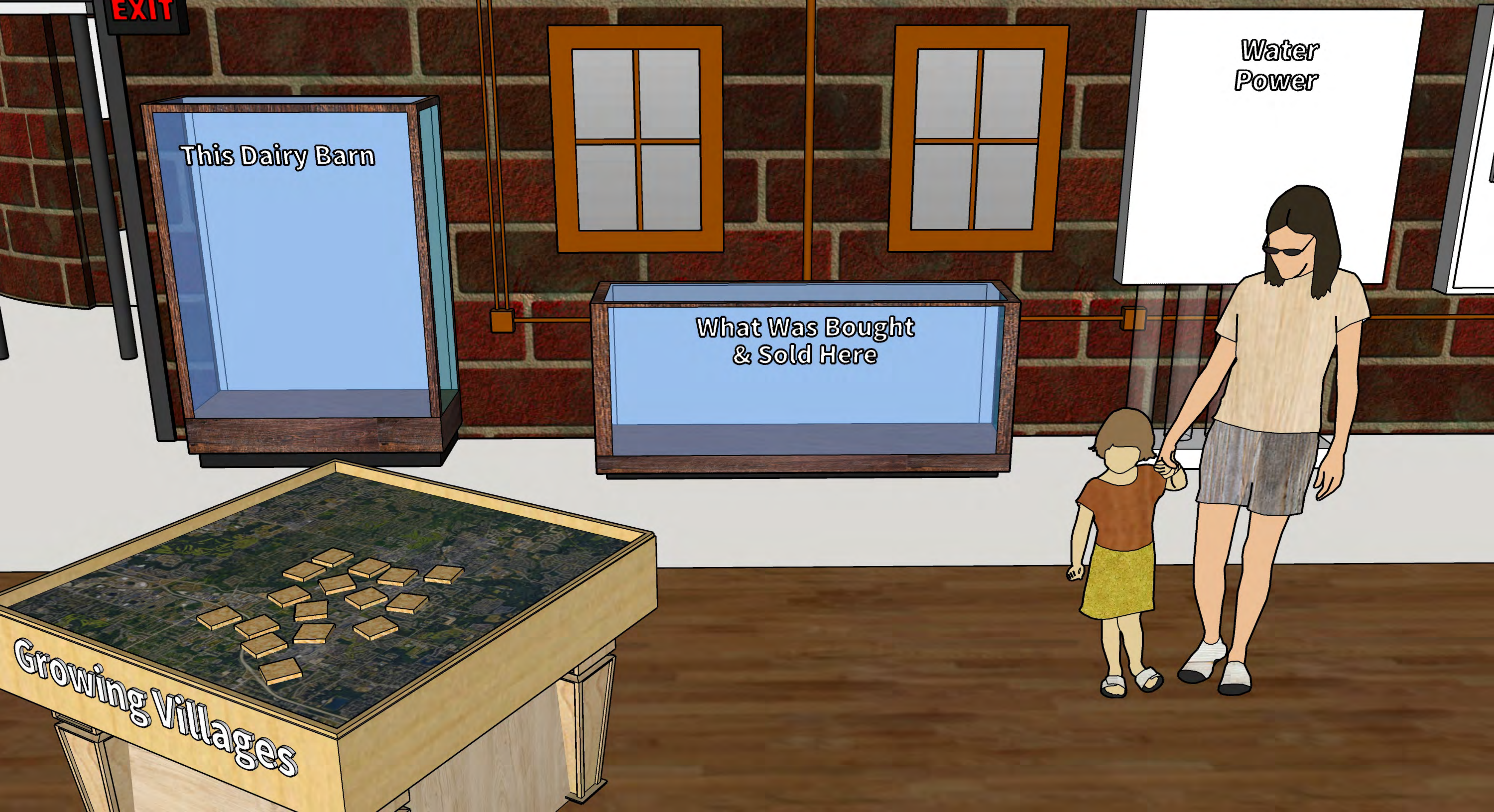
EXIT

This Dairy Barn

What Was Bought
& Sold Here

Water
Power

Growing Villages





**Commercial
Dairy Farming
101**

**Dairy
Touch
Screen**

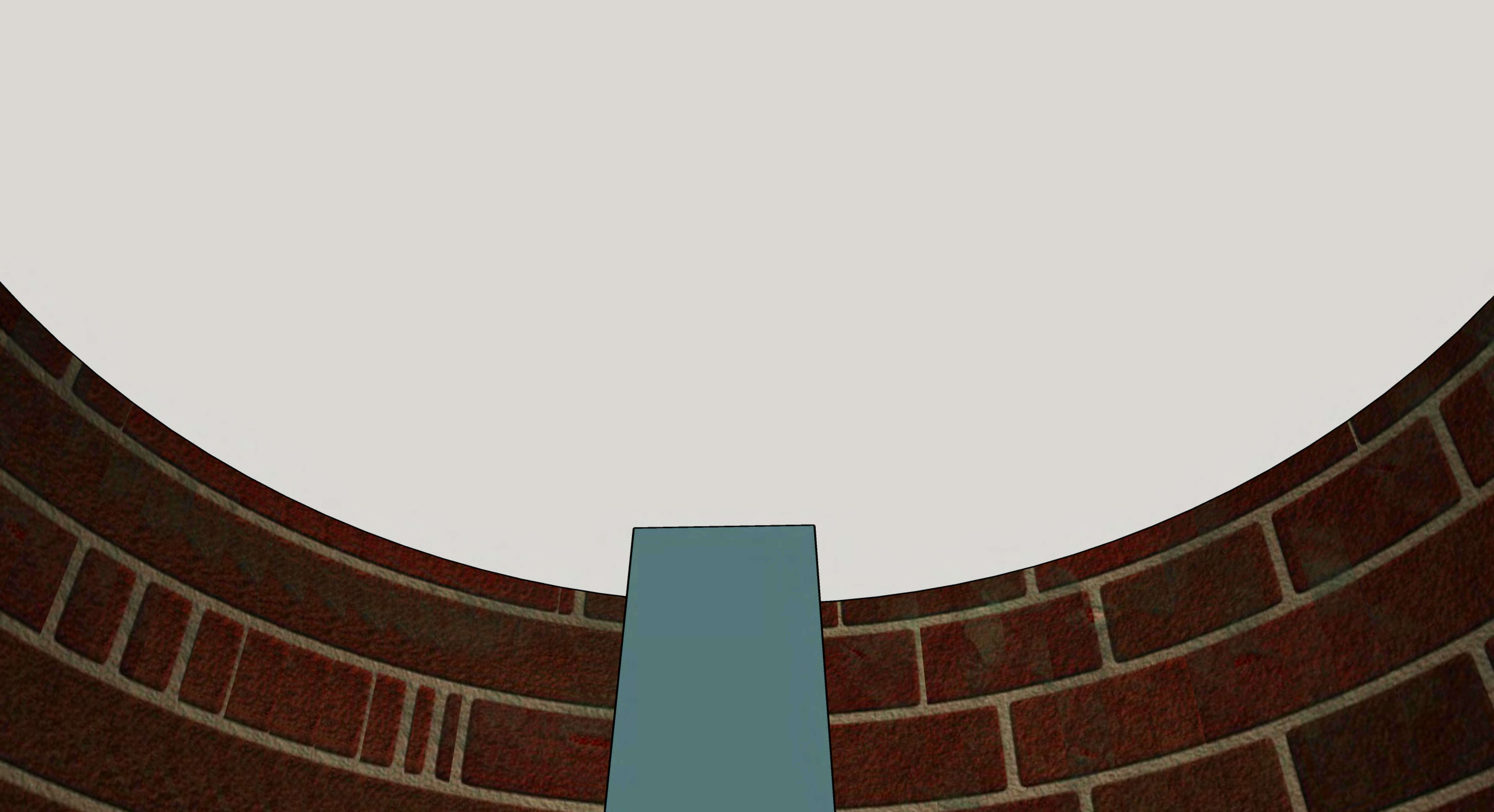




The Taylor

Sign of the Black & White Cow

Charles West



Ski Jump



Growing Villages



HER PARENTS BUILT A CABIN ON THIS LAND AND WHEN YOUNG SARAH WAS BORN SHE WAS THE MIDDLE CHILD OF SEVEN CHILDREN

HER WEDDING BAND WAS MADE FROM A NUGGET OF GOLD WHICH HAD FOUND PROSPECTING IN CALIFORNIA

ON HER DEATHBED, SHE SAID SHE WAS THE FAVORITE GRANDDAUGHTER OF SARAH VAN HOOSEN

HER YOUNG ROMANCE WITH JOSHUA VAN HOOSEN WAS PROMISED UPON THE FAMILIES DID NOT LIKE EACH OTHER!

SARAH TAYLOR VAN HOOSEN 1830-1921, 91 YEARS

MARRIAGE

JOSHUA VAN HOOSEN 1830-1891

Digital book



HER YOUNG ROMANCE AND THE FAMILIES WHO DID NOT LIKE EACH OTHER!

Her parents built a cabin on this land...

HER YOUNG ROMANCE AND THE FAMILIES WHO DID NOT LIKE EACH OTHER!

MARRIAGE

Her parents built a cabin on this land...



GEORGE VAN HEESEN



Bartha Van Heesen



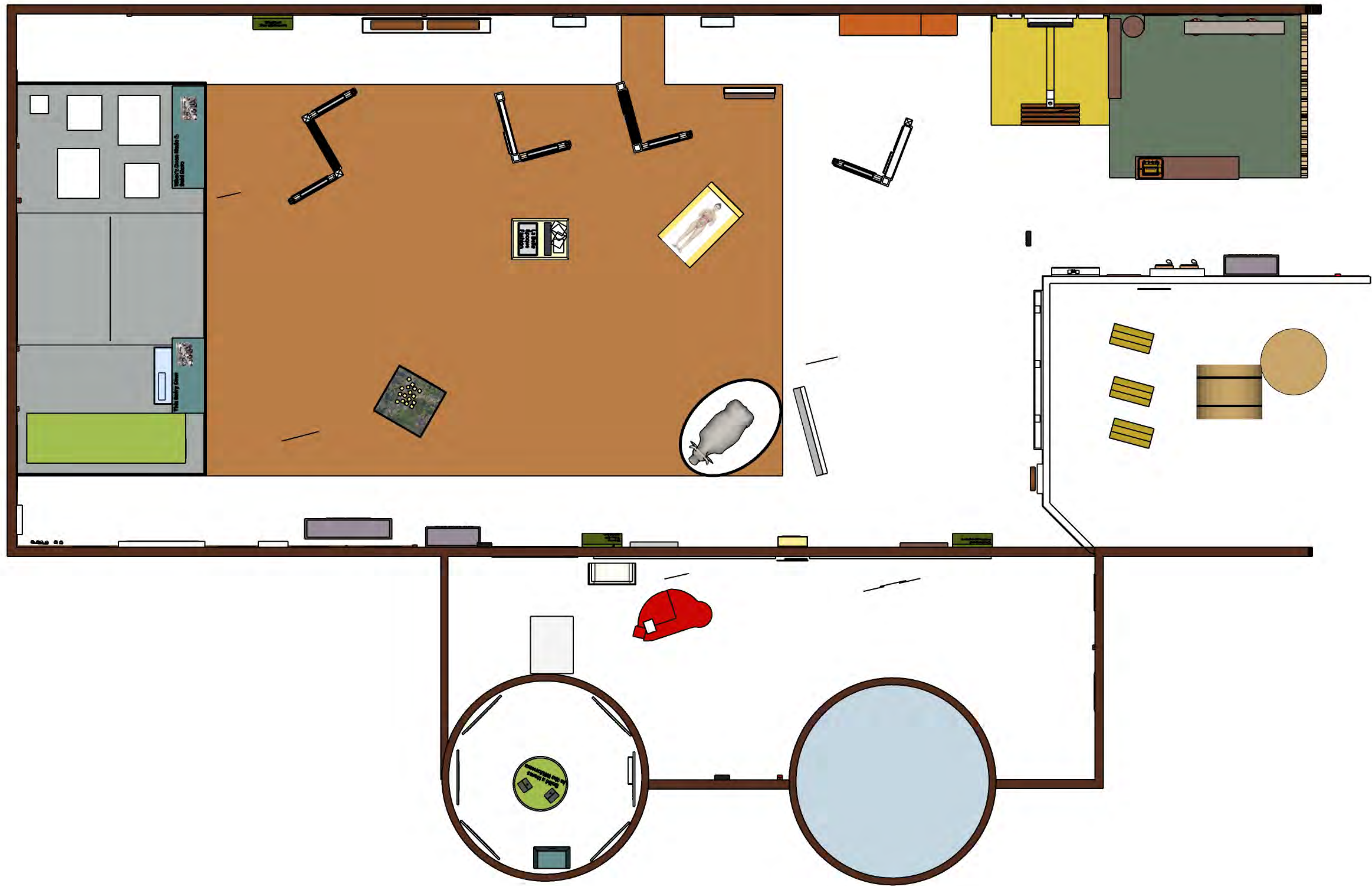
Tools of the



Taylor - Van Heesen - Jones

FAMILY TREE



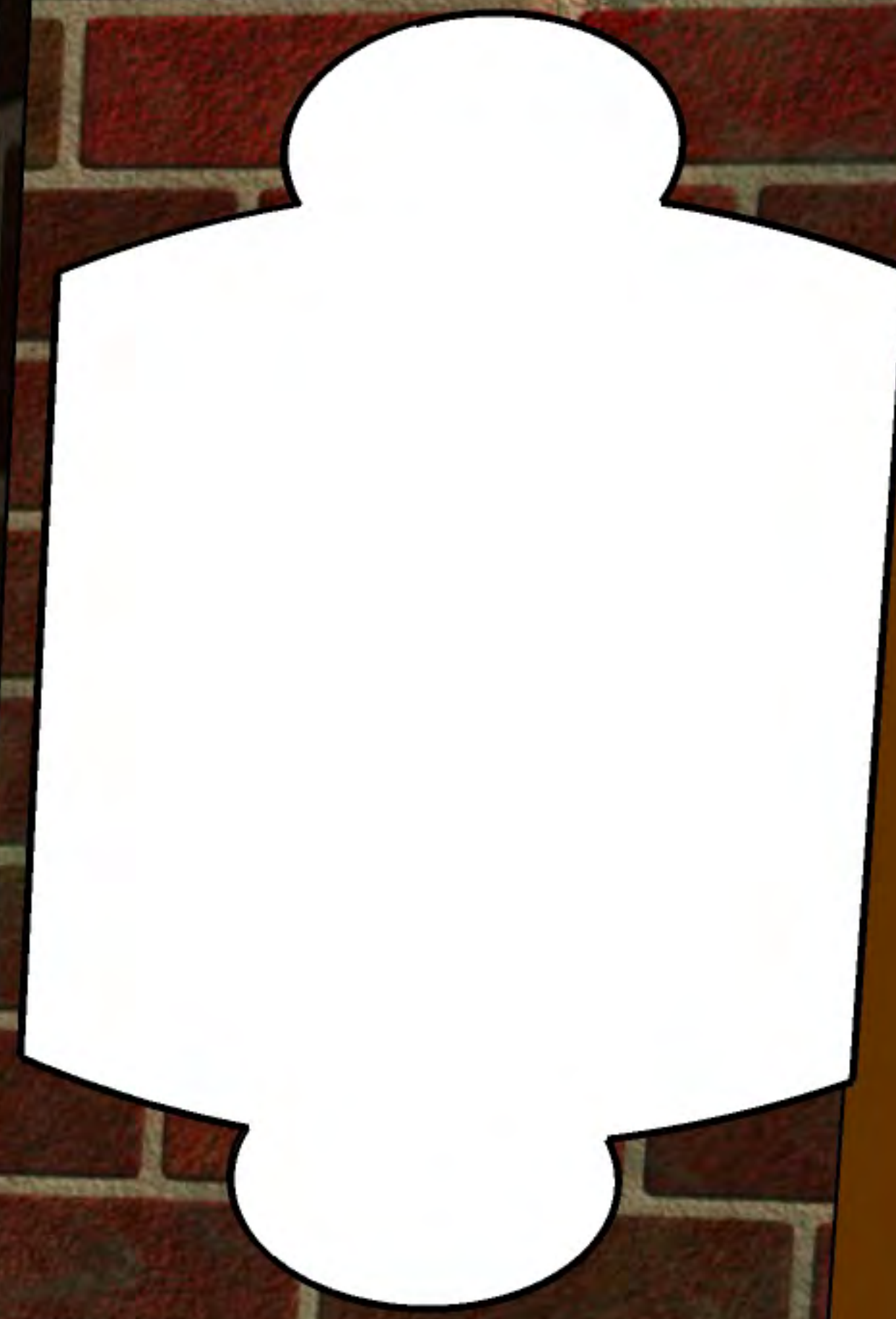




Bertha Van Hecke

Text of the
Medical
Profession

STU
Zonta
Speech





Commercial Dairy Farming 101

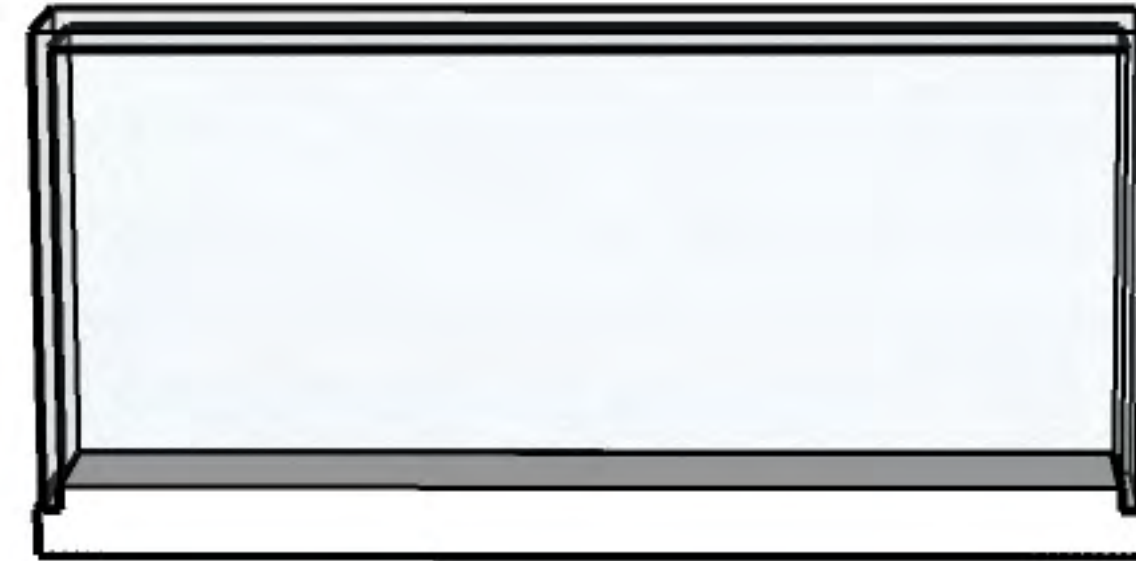
MARRIAGE



SPRING INTO THE HEAT

The Great Lakes
Region

Potawatomi
Hunting Grounds



The Western
Wilderness

in the
Bur



Stoney Creek &
Rochester Hills

The Taylor
Van Hoosen
Farm

Rochester Hills
Museum at
Van Hoosen Farm



the
mess

"ALMOST PRIMITIVE IN HER ABSORPTION AND SATISFACTION IN HER FAMILY" - BVH
HAD THE FARM FOR THREE DECADES AFTER HER HUSBAND'S DEATH
 Wore mourning clothes for the last 27 years of her life, after Joshua passed

"RESPONSIVE, PERCIPIENT, AND GRACIOUS" - BVH

ATTENDED STONEY CREEK SCHOOL AS A CHILD

Her parents built a cabin on this land and seven years later Sarah was born, middle of seven children

HER WEDDING BAND WAS MADE FROM A NUGGET OF GOLD JOSHUA HAD FOUND PROSPECTING IN CALIFORNIA

On her deathbed, gave the deed to this farm to her granddaughter, Sarah Van Hooosen Jones

HATED SEWING BUT SEWED ALL OF HER HUSBAND'S PANTS, BECAUSE SOME OF THE OTHERS "FIT SO WELL."


HER UNDERSTANDING AND LOYALTY WERE SO DEEP SHE COULD SEE NO WRONG IN ONE OF HER BROTHERS... SACRIFICE FOR THEM BROUGHT ONLY JOY TO HER SOUL" - BVH

Cried for years after Bertha began studying medicine - there was a negative outlook on women studying medicine

HER GRANDDAUGHTER CALLED HER "MAMA"

HER YOUNG ROMANCE WITH JOSHUA VAN HOOSSEN WAS FROWNED UPON - THE FAMILIES DID NOT LIKE EACH OTHER!

SARAH TAYLOR-VAN HOOSSEN
1830-1921, 91 YEARS



MARRIAGE

HOW JOSHUA VAN HOOSSEN COURTED SARAH TAYLOR AND HOW THEY TOGETHER RAN THE FARM AND RAISED A FAMILY

They knew each other when they were children.

HER UNDERSTANDING AND LOYALTY WERE SO DEEP SHE COULD SEE NO WRONG IN ONE OF HER BROTHERS... SACRIFICE FOR THEM BROUGHT ONLY JOY TO HER SOUL" - BVH

Quiet, and when she did speak, she never used slang

Had two daughters, Alice & Bertha

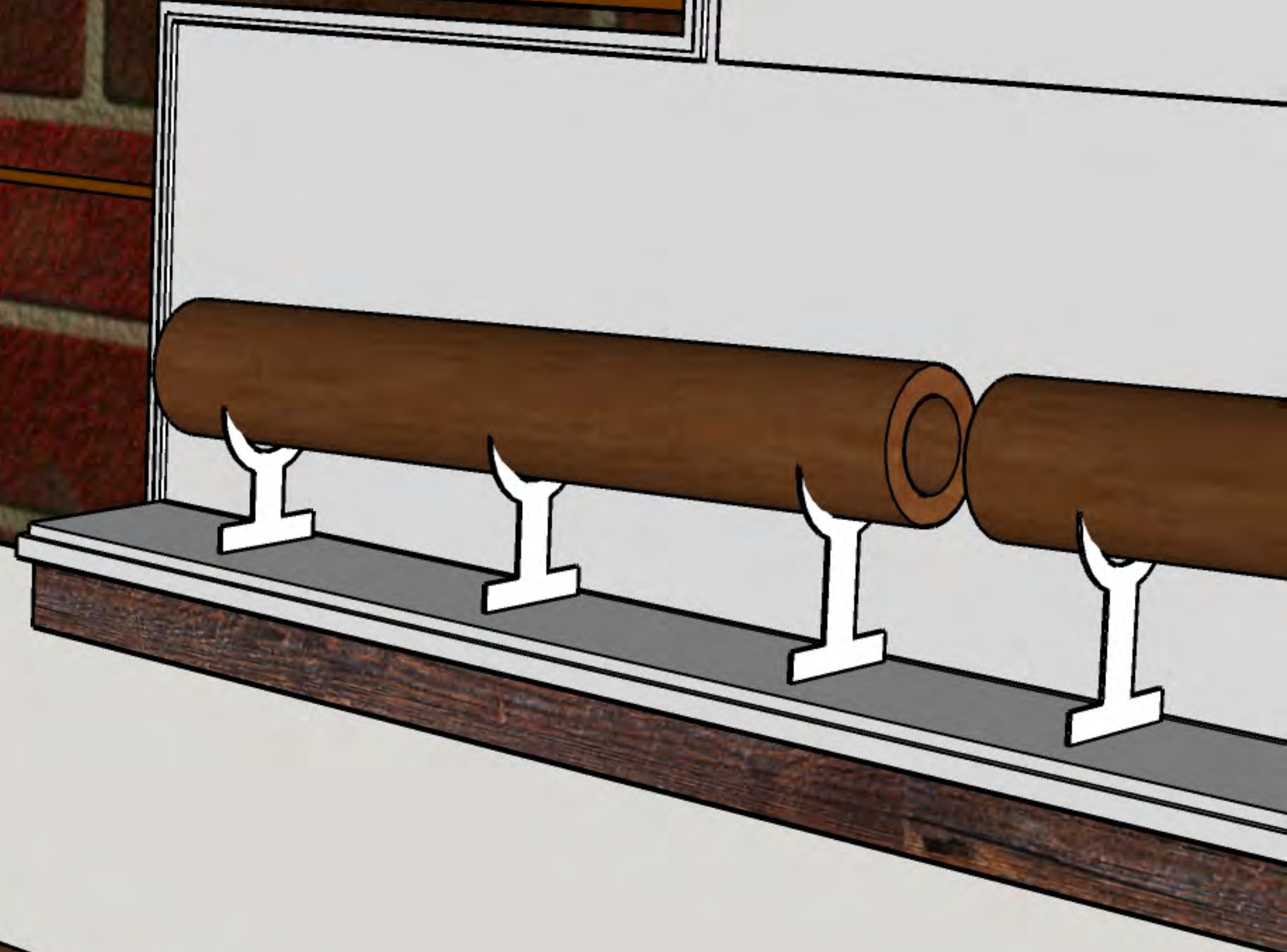
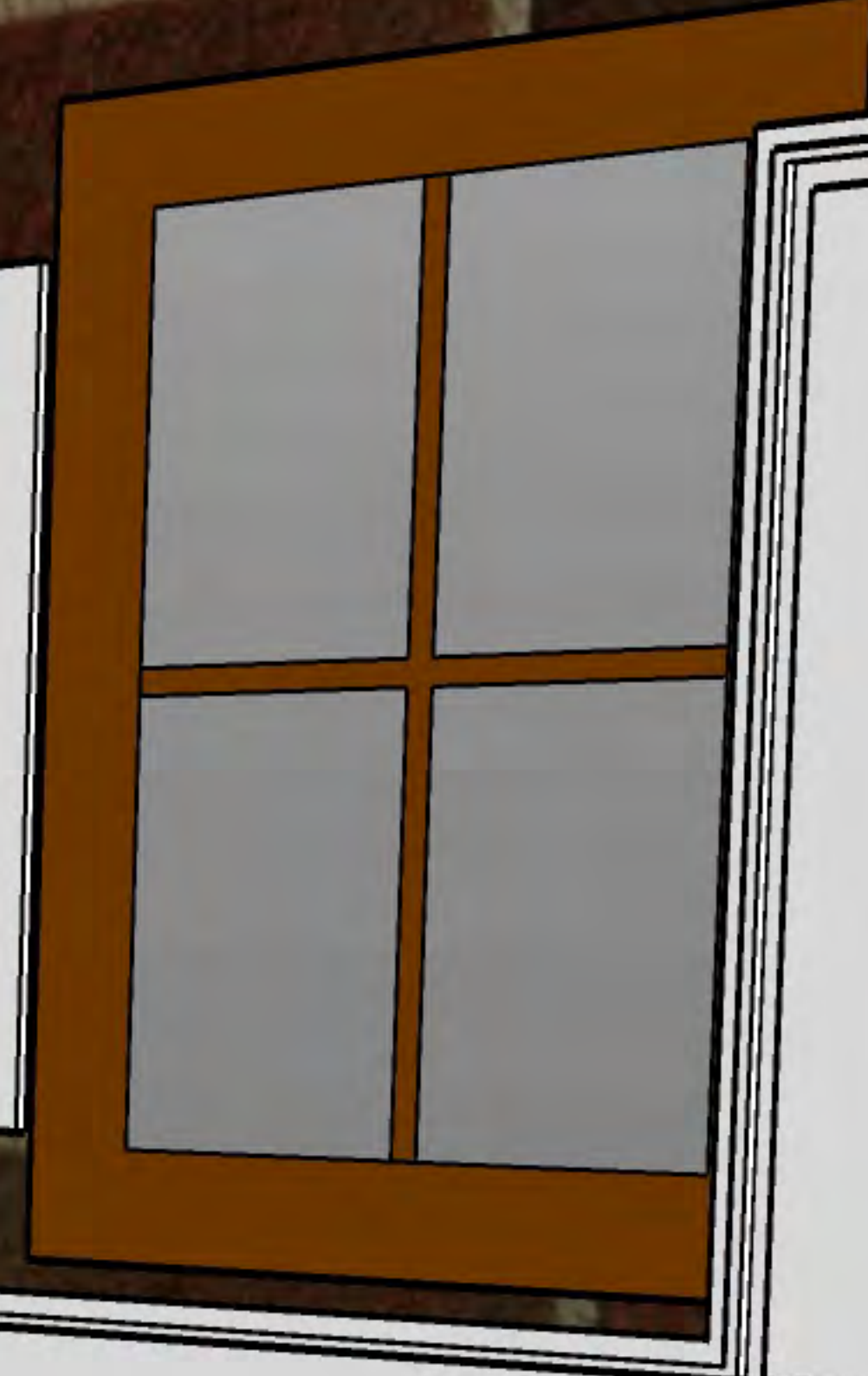
HER GRANDDAUGHTER CALLED HER "MAMA"




JOSHUA VAN HOOSSEN
1830-1894

Learn more about the man who...
 before we begin...
 in 1830...
 in 1834...
 in 1838...
 in 1842...
 in 1846...
 in 1850...
 in 1854...
 in 1858...
 in 1862...
 in 1866...
 in 1870...
 in 1874...
 in 1878...
 in 1882...
 in 1886...
 in 1890...
 in 1894...

Digital Scrapbook



SVHJ
Zonta
Speech



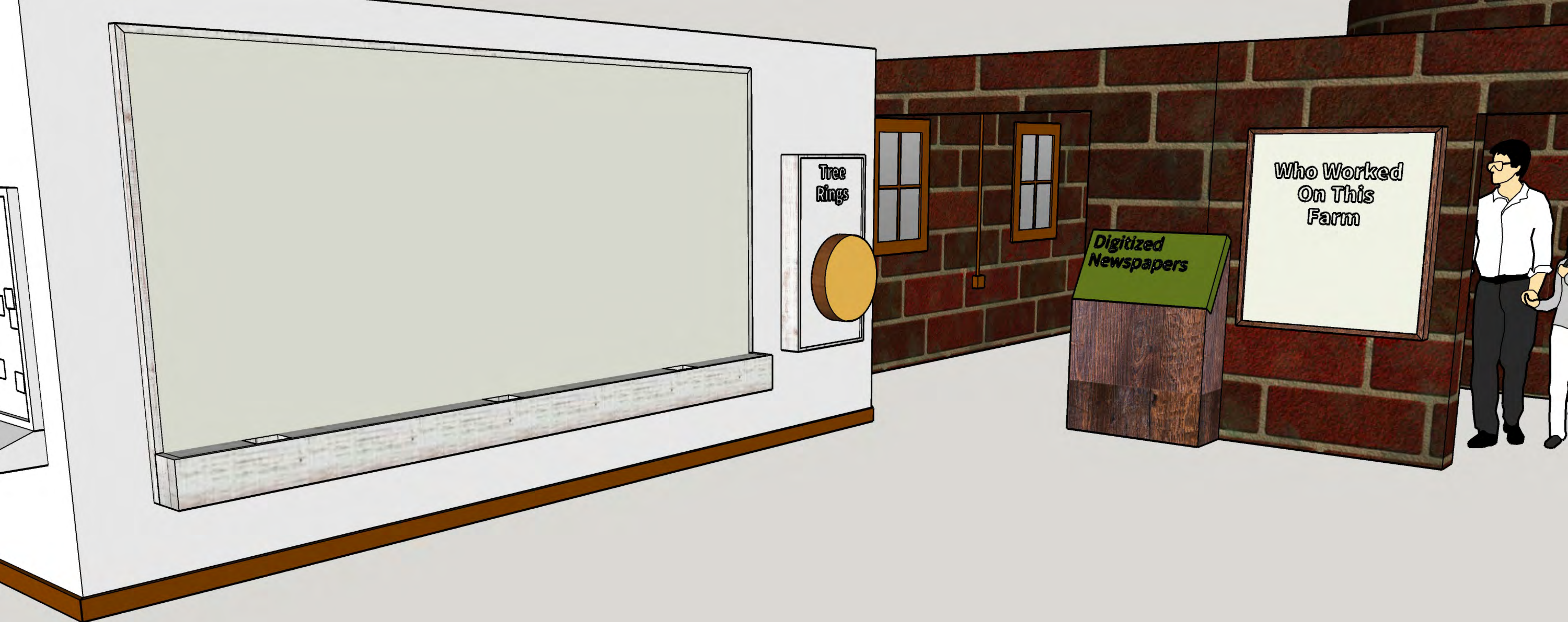
Working
the Farm

Explore Their
World Travels



Sign of the
Black & White
Cow





Tree Rings



Digitized Newspapers

Who Worked On This Farm

