

Iola Merchants and Their Products

Presenter: Lee Halverson

February 24, 2014

Lee Halverson presented a review of a number of advertisements found in the Iola Herald from the 1940's through the 1980's. The audience was welcomed to provide insight on the local businesses, their owners, products and prices.

- Lee's aunt Sylvia passed away last December, and Lee had a chance to go through the several Iola Herald newspapers that she had collected over the years. Lee scanned several advertisements from local businesses into a PowerPoint presentation.
 - 4/22/48, Northland Ballroom ad for the May Day Dance
 - 1948, Iola Motor Sales ad
 - It was located where the post office is now
 - Lyle mentioned that it had changed from a Ford dealership to a Chevy dealership when Ford required the storage of more auto parts.
 - Gunderson Hardware ad
 - It was located on west Main St.
 - It was owned by Ludwig and Bob Gunderson
 - The ad featured a Coleman oil burning water heater
 - 1950's, Iola and Manawa Theaters ad
 - Both theaters shared the one ad
 - Doede Lumber Co. ad
 - WBAY Town Hall Players @Scandinavia Community Hall ad
 - It was located where the bank is now
 - Free outdoor movies were shown on Thursdays
 - Clifton's Feed & Supply ad for Supreme barn lime
 - 1950's, Red Owl ad
 - It was located on Main St., in the area of the Father's Day fire
 - A broom was only 89-cents
 - Leonard Haroldson remembers being a carry-out boy at this store

- 1950's, Adams IGA and Red Owl ads
 - Both stores were advertised side-by-side
- 1950's, Smith's Market ad
 - It was located on Main St. by the Crystal Café
 - The ad featured "Spring chickens, heavy Hens – Veal"
- Neidert Motor Sales ad
 - They were a Chrysler dealership
- Aasen's ad
 - They were a general store located on Main St.
 - Leonard Haroldson remembers saving up for a long time to buy his first pair of ski boots there
 - They also sold Phoenix Nylons and Cooper's Clothing
- City Drug Store ad
 - It was located on Main St.
 - They sold Prince Albert in a can
- 1960's, 2nd Annual Ski Jumping Tournament ad
 - It was located "5 miles NW of Iola on Co. Hwy MM"
 - Leonard Haroldson mentioned that Billy Olson was in attendance, which drew a large crowd. Billy was from Eau Claire, WI and he had won the 1948 US National Junior Ski Jumping Championship held in Seattle, WA, and ten years later he won the 1958 US National Ski Jumping Championship held in Iron Mountain, MI. He was also a member of the 1952 and 1956 Olympic Ski Teams.
- 1960's, J. H. Twetan Insurance ad
 - The ad mentioned the devastating effects of the 1906 San Francisco earthquake and fire
- 1960's, Nelson's Shoe Service ad
 - The ad featured a 98-cent close-out sale on Black Canvas Tennis Shoes
- 1960's, Voie's Furniture ad
 - They also provided funeral and ambulance services
 - Lana Langdok's folks once had some furniture delivered by a hearse

- 1960's, Adam's IGA Store ad
 - 29 cents/pound for 100% ground beef
- 1960's, The Food Market ad
 - It was located on Main St.
 - The owners were A. Kruse and C. Kluge
 - It was a Clover Farm store, similar to the IGA chain of stores
- 1960's, Herman's Superette ad
 - It was the first store to be open on Sundays, from 8am until noon
- 1960's, Molaska's Shurfine Food Store ad
- 1960's, Wisconsin Power & Light ad
 - It featured an electric range for sale
 - Reddy Kilowatt is shown on the ad
- 1960's, Caroline Ballroom ad for a big dance
 - The Jolly Dutchman and His Orchestra were playing
- 1980's, Modine Hardware ad for the Iola Days Sidewalk Sale
 - It was located on Depot St.
 - It was part of the Our Own Hardware chain
- 1980's, Iola Building Supply, Inc. ad
- Lee then talked about the Iola Herald itself. Some of the observations about the 1948 editions,
 - Lyle mentioned that in 1948 the paper stock arrived in Iola preprinted with national news
 - Hospital notes were listed in the paper. Something you don't see today due to confidentiality rules
 - Birthday notices were published
 - Lyle mentioned that some churches used to publish how much each member had donated
- Finally, Lee showed an article from 6/19/80, headlined "Iola Depot Restoration Begins"
 - Lyle said that it was more of the start of the cleanup than an actual restoration.