

# The Iola Historical Society's Window

Quarterly Member and Activities Newsletter

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*Adolph Hanson is shown with his family in front of the new building. They are, left to right, his sons Leslie and Harris, his daughter Luella, Adolph, his daughter Esther, his wife Carrie (nee Helgeson), and his daughter Grace. This photograph was probably taken shortly before the building was completed, since the sign across the front of the building above the doors has not been lettered yet. A later photo of the building, which is of poor quality so it could not be reproduced, has what looks like the following lettering on the front of the building: "A. Hanson Blacksmithing and Wagon Work & Horseshoeing a Specialty."*

## A. Hanson Blacksmith and Wagon Shop

Adolph Hanson was a blacksmith and wagon maker whose blacksmith shop was located on North Main Street in Iola. In the 1897-1898 edition of *Polks Wisconsin State Gazeteer*, Adolph Hanson is listed as "Hanson, Adolph, Blacksmith." A second person listed in the same directory as a blacksmith was "Hanson, C. E., Blacksmith and Wagonmaker." In the 1895-1896 *Gazeteer* there is also a listing of "Hanson & Johnson Bros., Blacksmiths", but it is unknown which Hanson it was.

The original building, a wood structure probably built around 1896 or 1897, was destroyed by fire in 1903. A story printed in the *Iola Herald* on July 23, 1903, had the headline, "Hanson's Shop Burned" with the following story line: "About 10:15 this afternoon fire was discovered in A. Hanson's blacksmith shop and before it could be checked had completely destroyed the building. Mr. Hanson's loss will practically be the building as no material damage was done to the stock. For a time it looked as though Gullikson Bros.

Hardware would also be consumed by the flames, but heroic work by the fire department and others saved the structure." The Gullikson Bros. Hardware was later sold and became Olson Hardware; today that building is occupied by Iola Heating & Cooling Inc. at 180 N. Main Street.

Adolph Hanson immediately rebuilt his business as a large two story brick building to house the Hanson Blacksmith Shop and Buggy

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## President's Corner

Some great things have happened for the Iola Historical Society the first six months of 2008. I would like to take this opportunity to review some of them with you. In January, we were fortunate enough to receive funding from Chet Krause to purchase the building located across the street from our Iola Historical Village at 222 Depot Street (Hawke Excavating). In April, Chet once again gifted the Society with another property which is located at 210 Depot Street (Lashua Excavating). In return, Chet was given a life time lease on 222 Depot Street where he will display his jeep and automobile collection. He has since had the building remodeled by adding insulation, including new insulated overhead doors, new interior steel walls, rewiring and new lighting fixtures, and a restroom has been added. Then to top all that off, he will have the parking lot paved for us!

Presently we are seeking funding to remodel the ex-Lashua property so we can eventually create a museum to exhibit our artifacts. In addition, our office will also be located there. Eventually the file cabinets, documents, photographs, artifacts and other items not related to the buildings they are currently in will be moved there. This will allow us to display only those items relating to the Fire House, Depot, School House, Helvetia Town Hall, and the Log Cabin to be on display in those buildings.



*Left: Lola May Dalland, Vice-President of the Sons of Norway ñ Norskeland presents a check for \$500 to Lyle Mork, president of the Iola Historical Society, to be used towards the remodeling of 210 Depot Street. Right: Lyle Mork accepts a check in the amount of \$500 from Mark Sether, manager of Premier Community Bank, Iola.*



Since May 3rd the Iola Historical Village has been open every Saturday from 10:00 am to 4:00 pm and has been averaging about 15 visitors each Saturday. (One of our visitors was from France and very interesting to talk with.) The Historical Village will be open every Saturday through September and members are urged to sign up for a couple days before the season ends. While volunteering, you get to meet some very interesting people and can have some very interesting conversations. I expect our traffic will increase over the summer as word gets around that we have set hours that we are open. Especially now that the "Passport to History" program is being promoted by all the historical societies within Waupaca County.

The Iola Historical Society gives a special thanks to Matt Honken for providing his team of horses to pull our 1912 Waterous Pumper in the Iola Memorial Day parade. I received some very positive com-

ments on the horse drawn fire truck. Plans are to have the horse-drawn Waterous Pumper in the Waupaca 4th of July Parade and also the Scandinavia Corn Roast parade.

If you know of anyone who might be interested in the Iola Historical Society, bring them to a meeting. There are some exciting things that are going to take place here in the near future. *Lyle*

## 2008 Strawberry Fest a Sweet Success

On June 22nd the Iola Historical Society's Strawberry Fest celebrated its 24th anniversary. Unlike past years when the event was held in the Helvetia town hall, which sometimes became uncomfortably warm, food was served and eaten under the cover of a large tent set up in the parking lot across the street from our schoolhouse. Except for a couple of brief showers, the weather was very cooperative, with mild temperatures and refreshing breezes.

Serving began at 11 am, and by the 3 pm closing time, all the strawberries (we had to replenish them during the afternoon), hot dogs, shortcake, and ice cream had been consumed. There was only enough barbecue remaining to make a couple of sandwiches. The ladies, along with our young cashier Crista Carver did a great job in serving those who attended.

### The Iola Historical Society 210 Depot Street • P.O. Box 412 • Iola, WI 54945

#### Officers:

Lyle Mork, President (715) 445-5795  
Stella Strand, Vice-President (715) 445-3184  
Betty Finch, Secretary (715) 445-2401  
Chris Ross, Treasurer (715) 281-1032

#### Board of Directors

Cliff Mishler, Robert Stamsted, Doug Watson  
e-mail address: iolahistoricalociety@tds.net  
Phone: (715) 445-IOLA (4652)

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## Adolph Hanson, Blacksmith *Continued from page 1*

Shop. The following story appeared in the Iola Herald on September 3, 1903: "A. Hanson's new shop will be one of the most convenient buildings in town when completed. It will be two stories high; the ground floor to be used for blacksmithing and horse shoeing, and the second floor for wagon-shop and carpenter work."

On the back of the photograph is a note referring to "Little George Taylor's Dray." This is in reference to the wagon at the extreme right edge of the photograph. You can see an unidentified young boy sitting up front on the driver's seat of the wagon. George Taylor had this wagon and a team of horses and delivery service that operated under



*George Taylor is shown with his team of horses and delivery wagon.*



*The "Hanson" building as it appears today with the Iola Post Office occupying 190 North Main and Korrin's Groom Room next door at 188 North Main.*

the identity: "George Taylor & Dray Line."

The building was later home to at least three Ford Dealerships one owned by Tom Solverson of Waupaca and another by F. R. Meiklejohn. Lenwick (Len) Hoyord, along with a partner, had a Ford dealership in the 1930s and after a short period of time Len became sole owner of the dealership. In 1949 Len switched to a Chevrolet dealership when Chevrolet became "Car of the Year" and Ford Motor Company dictated that all small Ford Dealerships had to stock parts the same as large dealerships, which many smaller dealers could not afford.

Len Hoyord sold Chevrolets until

circa 1966-1967 when he dropped the dealership. In 1968 the building was sold at auction to an individual who remodeled the building and rented out the front of the building to the United States Postal Service. A snowmobile dealership was located in the back part of the building. Today, the major part, 190 North Main St., is occupied by the Iola Post Office. Korrin's Groom Room, a dog grooming service, is located in the smaller part at 188 N. Main Street.

The Iola Historical Society wants to thank Charles Thompson of Scandinavia for the photograph of the Hanson Blacksmith and Buggy Shop building. Adolph and Carrie were Charles Thompson's Great

Grandfather and Great Grandmother, and Luella was his Grandmother. Luella married Julian (Palmer) Wesley on August 18, 1920 at Big Falls, Wisconsin.

We would also like to thank Tom Hoyord for the information about his father Lenwick Hoyord, who for many years owned and operated the Ford and Chevrolet dealerships in the building

The George Taylor Dray Line photo was donated to the Iola Historical Society by Robert Strand.

Anyone having photographs or additional information about this building and businesses that were in this building please contact the Iola Historical Society at 715-445-IOLA (4652) or by email: [iolahistoricalcalsociety@tds.net](mailto:iolahistoricalcalsociety@tds.net). Information can also be mailed to the Iola Historical Society, P. O. Box 412, Iola, WI

### ***Donors & Loaners***

**April, May and June**

**DONATIONS:** LolaMay Dalland, Evelyn Danielson, Joel Edler, Chet Krause, Gerry Larson, Myrtle Larson, Lyle Mork, James Niedert, Jim Olson, Gordy Peterson, Lowell Peterson, Roger Peterson, Forrest & Virginia Torgerson, Village of Iola, Eugene Voie, Steve Voie, Doug Watson. **CASH DONATIONS, 210 Depot Street Project:** Premier Community Bank, Sons of Norway-Norskeland, Chet Krause. **Preservation Fund:** Charles Anderson, Joel Anderson, Louise P. Googins. **Memorial Fund: In memory of Dolly Hoffman:** Lila Aanstad, Chris Ross, Bob and Stella Strand, American Legion Auxiliary #14, Mary Morning Circle, Alyce and David Kolden, Marjorie Wright, Eugene Voie, Susan and Edward Murrow, anonymous cash donation. **ITEMS LOANED BY:** Kathy Bestul, Tom Fucik, Bob & Carolyn Gunderson, Yvonne Gurnoet, Howard Inderdahl, Gary Larson, Lyle Mork, Joan Paulson, Charles Thompson, Carter Timm, Eugene Voie.



Lyle Mork, president of the Iola Historical Society rides on the 1912 Waterous Pumper fire engine owned by the historical society. Matt Honken and his team of nine year old Percheron horses, Jim and Jack, pulled the fire apparatus. We would like to thank the three of them for helping the historical society show parade spectators how this piece of equipment was originally pulled by the Iola Fire Department back in the early 1900s. The 1912 Waterous Pumper will make an appearance in the Fourth of July parade in Waupaca, and also will be in the Scandinavia Corn Roast parade. If you haven't had the opportunity to see it yet, you can still do so at either of the aforementioned events.



Carrying their collectible treasures, people are signing in prior to having their items evaluated, and in some instances, identified. Gary Larson and Dave Harper are working the registration table.

### 2008 Strawberry Fest Continued from page 2

In addition to the normal food venue, a Whatzit Day was included in the day's festivities. This event was organized by IHS member Joel Edler, a local antique dealer and numismatist. There were experts from the collectible fields of automobiles, militaria, records, sports memorabilia, numismatics, comic books, and general antiques. People

brought in a wide assortment of items to determine their value. One of the more interesting collectibles of the day was a Hopalong Cassidy revolving night lamp which has a catalog value of \$650.

Society docents were kept busy explaining to visitors about our historic buildings, and the artifacts displayed within them. People came from as far away as Oshkosh and Merrill to enjoy the food and tours of our village.

## Society Definitions

Each month this column will assist readers in learning the "language" spoken by historical societies.

### **MUSEUM:**

The physical place where a collection, including the records of that collection, is housed.

### **LEDGER:**

The master record; one containing all the accession information. In manual systems, it is often a bound book. In computer systems, it is some utility in the program that can generate a master record.

## Events Schedule

### **Saturday, July 5, 12**

Open house at IHS museum  
10 am to 4 pm

### **Wednesday, July 17**

*Tour of IHS by 7 Lag Stevne*  
3:30 pm to 5:30 pm

### **Saturday, July 19**

Open house at IHS museum  
10 am to 4 pm

### **Saturday, July 26**

Open house at IHS museum  
*Tour of IHS museum by Hill-topper Reunion, 10 am to 4 pm*

### **Monday, July 28**

Board Meeting, IHS at Fire House,  
210 Depot St., 7 pm

### **Saturday, August 2**

Open house at IHS museum  
10 am to 4 pm

*1912 Waterous Pumper will be in Corn Roast Parade, 12 noon.*

### **Saturday, August 9, 16, 23**

Open house at IHS museum  
10 am to 4 pm

### **Monday, August 25**

General meeting, IHS at  
210 Depot St., 7 pm

### **Saturday, August 30**

Open house at IHS museum  
10 am to 4 pm

### **Saturday, September 6, 13, 20, 27**

Open house at IHS museum  
10 am to 4 pm

### **Monday, September 29**

Board Meeting, IHS at  
210 Depot St., 7 pm

### **Special Note-other events:**

FOSH (Friends Of Scandinavia History) meeting at Scandinavia Municipal Center, 7 pm, Tuesday, July 8.