

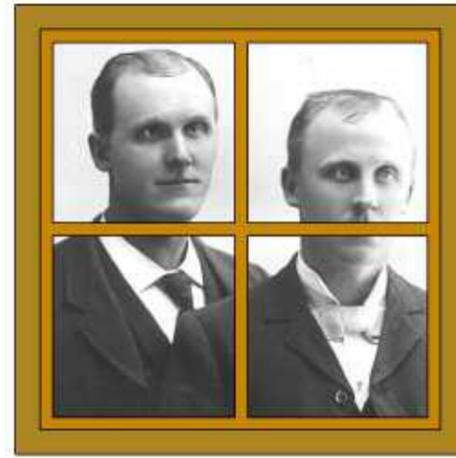
The Iola Historical Society's Window

Quarterly Member and Activities Newsletter

Volume One

Number Four

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Iola's Early Meat Markets

From the time the first settlers came to the area up through the introduction of electricity and freezers, meat and other perishable food was hard to keep for a long period of time. One of the major and necessary businesses was the meat market. The meat market or butcher shop was where people would purchase fresh meat and other food staples. The meat market would buy cattle and hogs along with other animals and fowl and butcher the animals at the meat market or at a slaughter house located away from the meat market. One of the slaughter houses in Iola was located between the second and fourth fairways at the Glacier Wood Golf Club. That building still stands today being

used by the golf course for storage. At one time there was a ski hill located by the slaughter house and was referred to as the Slaughter House Ski Hill.

The meat market cut the meat into steaks, roasts, ribs, chops and other cuts or ground it into hamburger for sale. They would process it into different sausages, including pork sausage, blood sausage, bologna, wieners, salami, and many other tasty meat products. Head cheese (made from the brain of the animal) and pickled pigs feet were also available. These processed foods could be kept for a longer period of time. They would use almost every part of animal. The meat markets would butcher every week, usually on Thursday getting

ready for the weekend.

One of the first meat markets or butcher shops in Iola was owned by the Taylors. In the book *A History of Iola, Wisconsin* it is stated: "Taylor, Emery Molton; born on December 23, 1865 in the state of Maine, died April 10, 1927. Came to Iola with parents in 1883; father established a meat market. Emery took over the market when father died in 1885." His father's name is not given. References later refer to Emery Molton Taylor as E. M. Taylor and Molt Taylor. Molt had a brother, George, who was his partner. George Taylor also had a dray line (See page 3

(Continued on page 2)

President's Corner

With our 2008 monthly meetings rapidly coming to the end, I would like to reflect on what we have accomplished this year. Each and every member should be extremely proud. I know I am. This is just the beginning of some the great things to come.

The Iola Historical Society started being open on Saturdays from 10 am to 4 pm beginning in May and running through September. We averaged nearly 25 people each day.

Another venture the Iola Historical Society spearheaded was the "Passport to History" program. In cooperation with other historical societies in Waupaca this program was created to introduce visitors, as well as residents of the county, to the area's historical sites. Visitors to the sites have an opportunity to win one of three prizes: a \$100 U.S. Savings Bond, or one of two free memberships in the Wisconsin Historical Society. On November 1 there will be a random drawing to determine the winners.

We have started laying out planting beds for shrubs around the buildings at 210 and 222 Depot Street. This gives us some green space and will help soften the appearance of the buildings and the newly paved parking lot. We have other areas that are also being landscaped to make maintaining the grounds less laborious.

Special tour groups that visited our historical village this year include 7 Lag Stevne, with 70 people from throughout the United States and Norway; the Iola High School Alumni Joint Class Reunion of the Hilltoppers; class of 1958's 50th reunion; family reunions, church groups, and others. The Forest History Association of Wisconsin, Inc. held its board meeting here because one

of its members who visited with the 7 Lag Stevne group was so impressed with what we had done. There were nine members from throughout Wisconsin at the meeting.

Our society was very fortunate to gain possession of three buildings this year, namely, 210 Depot Street (Lashua Excavating) and the building behind it, and 222 Depot Street (Hawke Excavating). With these buildings we will be able to create a museum. Tentative plans are to have exhibits featuring local businesses, churches, veterans who served in the military, skiing, Iola Old Car Show, farming, and people from the area. None of this can become a reality without money. The entire area around both buildings has been black-topped.

Thanks to Doug Watson and Cliff Mishler for making our newsletter, "WINDOW", a first class publication.

A lot has been accomplished with our Wednesday work days. At 210 Depot Street interior walls have been torn out, and the old vinyl floor tile and adhesive has been removed. In addition, the office, restroom, and storage closet have received a fresh coat of paint, and the office carpeting has been shampooed. The school house siding has been pressure washed and damaged siding replaced.

We have developed a computer inventory and indexing system so we know where items are located, who donated them, and when they were received.

So much has been accomplished this year and I look forward with excitement to 2009. As your president, I want to thank everyone who helped with our projects—Strawberry Fest, Saturday open houses, special tours, workdays, and other functions.

I also want to mention, that the next time you see Chet, be sure and thank him for all that he has done for the Society. And ladies, give him a big hug.

MEAT MARKETS Continued from page 1

of the Summer issue of our newsletter, *WINDOW*). The Iola Historical Society doesn't have any images of the meat market that the Taylors operated, but we do have a photograph (shown in the "window" on page 1) of George and Molt Taylor.

Dan Taylor is also mentioned in the book *A History of Iola, Wisconsin* as an owner of a butcher shop, but it is not known if this was the father of Molt and George or someone else. Dan had his butcher shop located at 185 South Main



Street, marked by the pointing finger "A" on the photograph *STR000004* looking to the south. There are only two other references of other businesses found in the book that occupied this building, that of Jacob Evenson, who ran a general store and post office there and Henry Steibley, who ran a general store. It is not known if this is the location where Molt and George Taylor had their meat market or if it was across the street where the Swenson Brothers Meat Market was located.

Another meat market mentioned in the book is that of the Swenson Brothers (John & Halbert) Meat Market (see photograph *BUS000031*; note the ornate woodwork on the ice boxes and counter and the two stools for the customers). This meat market was located on South Main Street just north of the present Village of Iola clerk's office at 180 South Main Street. The building is marked by the pointing finger "B" in the photograph (*STR00004*) looking to the south. This building was torn down and a block building replaced it for an auto dealership, with this building later serving as the home of the Waupaca County highway shop. The meat market moved one

block north to another building on the west side of Main Street and over the years housed, the Wipf & Torgerson Farm Store & Groceries, Katz (Abe & Morris) Brothers Meat Market, Berg (Hans & Melvin) Meat Market and Kluge (Clement) & Kruse (Art) Meat Market. This building was lost in the 1999 Father's Day fire.

It is also noted in the book that John Swenson also had a meat market by himself, located three doors south of the above location, this location was subsequently occupied by the Cashway Store owned by Edwin Benson, Red Owl Store of Roland Kucksdorf, Earl Lytle Grocery Store, Herman Sorenson Grocery Store, Art Reynolds Red Owl, Ed Molaska Red Owl and Shurfine Grocery Store, Sharon Peterson's beauty shop and the Iola Herald, when owned by James Bach. At one time it was home to the Olson Saloon. This building was also destroyed in the 1999 Father's Day fire. The following is from an old receipt from the Swenson Brothers Meat Market; "Swenson Bros. pro-



prietors of City Meat Market." Other information on the receipt is; "Fresh, Salt and Smoked Meats" and "Groceries, Provisions, Etc."

Photograph *BUS000247* shows Hans E. Berg in his meat market. He moved to Iola in 1922 from Nelsonville. This is the same building in which the Kluge & Kruse meat market was located.

Photograph *BUS000180* is of the Kluge & Kruse Food Market and was taken circa 1942. Stated in writing on the back of the photograph: "Kruse bought from my dad, Hans Berg. Scales, cash register and meat block were Hans Bergs." These notes were written by Maude Berg-Gunderson, wife of Robert O. Gunderson. Left to right in the photograph are Clement (Clem) Kluge, Art Kruse and Leslie Kruse.

Photograph *BUS000026* is of the Egner's Meat Market, located on the east side of Main Street, the 130 North Main location currently occupied by Community Insurance Store, Inc. Left to right behind the counter are Roy Knutson, Roy Egner and Bill Egner, the two men to the right are not identified. Other businesses that have occupied the building were the Clayton Cleaves Sport & Cycle Shop, Molt Taylor Meat Market, Frank Smith Meat Market, and The American Legion

Another type of business was opened in Iola in the 1950s by Phil Neidert. According to the advertisement in the 1958 Iola Phone Book which is the oldest phone book we have, it was listed in the yellow pages under LOCKER PLANTS - FOOD as Community Food Bank, with the following information. "Frozen- Food Lockers", "Curing and Smoking Meats a Specialty" and "Home Freezer Processing". It was listed under the same name in 1959, but in the 1960 and 1961 phone books the name was

changed to the Iola Locker Plant when Al Daetz became owner of the business. In the 1962 phone book the Iola Locker Plant is no longer listed. In the locker plant you could rent freezer space to store your meat and other perishable foods, which filled many people's needs since very few had a home freezer in those days. In the 1960s Phil Neidert sold the building.

Many meat markets disappeared when big meat processing plants began processing food and the big grocery stores started featuring large meat departments. However meat markets still

(Continued on page 4)

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

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Chris Ross, Treasurer (715) 281-1032

Board of Directors

Cliff Mishler, Robert Stamsted, Doug Watson
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MEAT MARKETS

Continued from page 3

flourish today, but not nearly as many as back in the early 1900's.

Much of the information for this story was taken from the book *A History of Iola, Wisconsin* compiled and edited by Robert M. Poeschl and sponsored by the Iola Historical Society in 1978.

If you have any additional information or photographs of meat markets or other businesses in Iola please contact the Iola Historical Society at 715-445-IOLA, e-mail us at iolahistoricalociety@tds.net or mail to Iola Historical Society, 210 Depot Street, P. O. Box 412, Iola, WI 54945. Before throwing out those old photographs, advertising items and other old items from the past contact us; we may be able to use them in an exhibit we are developing for the museum.

The photographs used in this story are from the Iola Historical Societies collection. Photograph BUS000031 donated by Chet Krause, BUS000247 by Mary Ann Berg-Andrews; PER000188 loaned by Evelyn Danielson and BUS000180 by Robert Gunderson. Photographs BUS000026 and STR000004 are in the society's archive but the donors not known.

Dolly

With sadness we note the passing of Dolores "Dolly" Hoffman. Dolly was very active in the Iola Historical Society and was working on a project before she became ill and you could tell this was important to her. Her family made a Memorial Donation and also donated many items that Dolly had collected over the years, including photos of Rhinard Anderson, Lettie Anderson (Rhinard's wife) and Ingal Olson pouring molten brass into molds at Rhinard's shop "R. I. Anderson Machine Shop", a Military Poster listing the members of Company K of the Fourth Wisconsin Infantry from WWI with Herb Weinmann's name listed with all those who he served with, and many, many other items. We want to thank Dolly's family for everything. Dolly, we miss you!

Society Needs Your Help

IHS is currently in the process of planning and remodeling of a building located at 210 Depot Street to create a museum. We are currently looking for archival items to add to the ones we already have for exhibits. We are committed to preserve the history of Iola and the surrounding area. Items relating to businesses, buildings, military, farming, schools, and organizations are of interest so please consider donating them to us. Cash donations for this project are also appreciated.

As a 501 (c) 3 non-profit organization, your donations are tax deductible.

If you would like to contribute to the Iola Historical Society's Museum Development please send your donation to the Iola Historical Society, Museum Project, P.O. Box 412, Iola WI 54945. Contact us at (715) 445-IOLA or iolahistoricalociety@tds.net.

Society Definitions

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

ARCHAEOLOGY:

Archaeology is the study of human behavior in the past primarily through the recovery of material remains (artifacts) which have been preserved through human and natural agencies at places (sites) where people lived, worked and worshipped.

Events Schedule

Monday, October 27

General meeting, IHS Fire House, 210 Depot Street, 7 pm.

Monday, December 15

Iola Historical Society Christmas Party at Millstone, 5 pm.

OTHER EVENTS

Tuesday, November 11

FOSH (Friends Of Scandinavia History) pot luck dinner, Scandinavia Municipal Ctr., 6 pm.

Joint Hilltoppers Reunion

On Saturday, July 26th, the Iola High School Alumni Association Joint Class Reunion of the Hilltoppers was held at the Iola Old Car Show Activity Center. Over 230 alumni and guests attended. The reunion included those who graduated during the years 1931 to 1957.

The Iola Historical Society felt honored that the reunion committee acknowledged us on their program. We were well represented, with 16 members in attendance. Old school photographs from our holdings were on display at the reunion. A special tour was organized by the reunion committee to visit our facilities.

Those of you who are not members, and would like to continue receiving a copy of *WINDOW*, we invited you to become a member of the society. Membership is only \$10 a year, and of course, any donations you might wish to send are greatly appreciated. Send your check to: Iola Historical Society, P.O. Box 412, Iola, WI 54945

Donors & Loaners

July, August, September

DONATIONS: Mary Ann Berg-Andrews, Harry and Carol Becker, Kathy Bickfrod, Collin R. Bruce II, Aldo and Evelyn Danielson, Dave Demling, Bill Doxrude, Joel Edler, Heckey's Computer Service, Dolores "Dolly" Hoffman family, Iola Village Library, Edgar Johnson, Chet Krause, Patti Krause, Clifford Mishler, Lyle Mork, Nellie Mork, Plamer Myhra, Ed Neckvatal, Al O'Connor, Gordon Olson, Ida Olson, Gerry and Murnell Olsen, Joan Paulson, Gordy Peterson, Roger Peterson, Sharon Peterson, Phyllis Pettit, Mary Prah, Dorothy Przybylski, Arvada Rasmussen, Stella Strand, Eugene Voie, Roger Voie, Vernon Wasrud, Waupaca Historical Society, Denver Wright. **CASH DONATIONS, 210 Depot Street Project:** Chet Krause, Community Development Association, Joan Paulson, Silver Lake Lanes, Gary Thoe. **COMPUTER FUND:** Chris Ross. **GENERAL FUND:** Pam Massaglia. **PRESERVATION FUND, In memory of Dolores "Dolly" Hoffman:** The Hoffman family, Forest History Association of Wisconsin, Inc., Norwegian "7 Lag Stevner" tour group. **MEMORIAL FUND In memory of Esther Wright:** The Wright family. **GENERAL EQUIPMENT FUND:** Chet Krause. **PROFESSIONAL SERVICES, MATERIALS, AND NON-PROFIT DISCOUNTS:** Brians Custom Masonry, Falset Farms, Lashua Excavating, Inc., Mechanical Connections, Bruce Meager, LLC., Charlie Wasrud, Fischer Overhead Door, LLC., Shoemaker Electric, Viking Electric Supply. **ITEMS LOANED BY:** Georgine Demling, William Doxrude, Tom Fucik, Don Halverson, Esther Wilhelm.

Please let us know if we missed anyone. We apologize for the oversight.