

# The Iola Historical Society's Window

Quarterly Member and Activities Newsletter

Volume Four

Number One

Winter 2011



**STR000173 Medical Building/Greystone Building, circa 1909:** The Greystone Building is the first building on the left in this picture. Note that the front panel of the awning is imprinted "J. C. LANG" (see enlargement), while the left side panel is imprinted "SCHOOL SUPPLES." On the other side panel, the word "TOILET" is legible, but only parts of the other words are readable.

## Iola's Medical Building The "Greystone"

J. C. Lang was Iola's druggist from 1893 until 1910, initially operating his drug store on the ground floor of a building located on the southeast corner of the Main Street and State Street intersection (100 South Main Street). J. C. Lang started in business in Iola through the intercession of Dr. George Dale. Dr. Dale's office was located on the second floor of the building.

In 1904, J. C. Lang purchased the drug store building, according to

a short item published in the *Iola Herald* on January 9, 1904.

In the April 12, 1906, issue of



the *Herald* the following was reported; "Work on a new telephone exchange is being pushed and in a few days the transfer of the public office from the City Drug Store to rooms over the Iola Hardware Company store will be made." The Iola Hardware Company was located at 120 North Main Street.

In the March 28, 1907, issue of the *Herald* the following was pub-

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## President's Corner

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The year 2010 was a great one for the Iola Historical Society. We added a second fundraiser, the "Lost Arts Fair and Taste of Norway" event, which was very successful. It will be held in the future on the first Saturday of October. This event should grow over the years, joining our "Strawberry Fest and Appraisal Fair," which has now been going for 26 years and is held on the last Sunday of June, as important components of our outreach and fundraising efforts.

About 125 individuals and organizations donated over 1,100 archival items during 2010. Some were large items and some were rather small, some were very elaborate and some pretty simple or unpretentious, but they all represent important additions to the Iola Historical Society's effort to preserve the history and recapture the heritage of our community and area. On behalf of the Society, I want to take this opportunity to thank everyone for their archival, financial and in-kind donations, all of which are important contributors to our advancement.

We will be starting an improvement project very shortly, which will be completed by spring, with Jim Jenson undertaking to building and installing a new display case arrangement for the museum area to house our Stromberg violin display, featuring both completed violins and the tools and parts used in making violins. The collection for

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**Christmas on Main Street in 1945:** *The building behind the Christmas tree was a meat market in 1945 and is now the office of Community Insurance. The next building to the right with a large overhead type door was a warehouse for Gunderson Hardware and is currently the location of the Crystal Cafe. The white building was the office of Doctor Wilker and is presently vacant. Next was Cleaves Sport Shop, which is currently home to The General Store. The last building on the right was at that time the K and L Restaurant, but today serves as the office of the Iola Old Car Show. The building to the left of the tree was a dentist office, possibly occupied at the time by Dr. Fairchild. There is a billboard like structure behind the tree, which appears to have names on it, but research has to this point failed to establish what it was for. (Photograph donated by Lee Nelson.)*

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### IOLA'S MEDICAL BUILDING

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lished; "J. C. Lang purchased the lot on the northwest corner of Main and State Streets from Swenson Brothers for \$2,700.00. Mr. Lang is contemplating erection of a modern block for occupancy by the City Drug Store." The term "modern block"

was in reference to a new building constructed with a new style of concrete blocks.

It was noted in the June 20, 1907, edition of the *Herald* that; "Work began this morning on excavation of J. C. Lang's new building and also the filling for the north side of the City Drug Store."

The September 24, 1908, issue of the *Herald* carried this brief mention of progress on construction of the structure; "The walls on both the Lang and Bank of Iola blocks are now complete and they are decided ornaments on Main Street. Both Blocks are modern in every aspect." The cement blocks for the Lang building were manufactured in Iola at the local factory owned by Morton Lovdahl, which was located at a

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

**Officers:**

Lyle Mork, President  
Stella Strand, Vice-President  
Tom Fucik, Treasurer

**Board of Directors**

Cliff Mishler, Robert Stamsted, Doug Watson  
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**STR000202 Chas. J. Jarvis Drug Store, circa 1910:** According to the August 4, 1910, Iola Herald Obert A. Bergen purchased the Drug Store from J. C. Lang, although the imprint on the awning in this photograph reads "CHAS. J. JARVIS, PH. C - THE REX-ALL STORE" (see enlargement). Note the traffic control light for automobiles in the center of the intersection. No mention of Chas. (Charles?) J. Jarvis was found while researching information for this presentation.

## IOLA'S MEDICAL BUILDING

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gravel pit in the northwest corner of Iola. Lovdahl was also the mason who erected the building.

This building ultimately came to be known as the Greystone Building, with the first floor being divided to accommodate two different businesses. The second floor was

arranged to provide medical offices similar to those of a modern day clinic. These were initially occupied by Dr. J. H. Lee, MD, whose practice was purchased by Dr. Fritz Moeller in February, 1910.

The new building also contained living quarters, which J. C. Lang moved into on January 28, 1909, with the drug store business being moved there soon thereafter.

The north side of the first floor became a clothing store. In April, 1909, A. R. Lea Clothing advertised a "Grand Opening Sale" in the *Iola Herald*. Mr. Lea was from Waupaca, where he also operated a clothing store.

The City Drug Store moved into the south half of the first floor, at the corner of Main and State streets, in April according to an announcement appearing in the April 8, 1909, issue of the *Herald*. In the August 4, 1910, edition it was reported; "O. A. Bergen has purchased the drug store and fixtures of J. C. Lang of this village and expects to take possession about November 1st."

Other druggists and pharmacists over the years, but not all located in the Greystone Building, have included Edwin Lind, J. Minor Bergen, Dale Nelson, Karl Sanger and Susan Shambeau, the latter presently operating as Sweet Medicine Prescriptions Plus.

An old photograph in the Iola Historical Society collection shows the Greystone Building with an

### Business Partners

Badger State Mortgage Services, Blackberry Ridge Massage, Bruce Meagher LLC, Central Wisconsin Electric Cooperative, Community Insurance & Associates, Crystal Café, Depot Street Station, Eclectic Pursuits, Bob & Bev Ellingson, First National Bank, Iola Dental Clinic, Iola IGA, Iola Old Car Show, Iola-Scandinavia Chamber of Commerce, Iola Vision Center, JD's Corner Bar, Jo Jo's Little Norway, Living Oaks & Iola Living Assistance, Jeffrey Louison, CPA, Mechanical Connections, Millstone of Iola Mills, M.J. Auto Body, Mortenson Oil Company, Northern Lights Bar & Grill, Premier Community Bank, Shoemaker Construction, Silver Lake Lanes, Sweet Medicine Prescriptions Plus, Inc., The Trading Company.

### Supporting Members

Scott & Karri Bestul, DeRonda & Patricia Engebretson, Don & Carolyn Halverson, Don Helgerson, Iola Fire & Ambulance Service, Richard Jensen, Lee & Ruth Johnson, Sherry Kielblock, Sue Loken, Duanne & Darlene Louison, Thomas & Linda Martin, Phyllis Morris, Joan Niemiec, State Farm Insurance-Dan Tap Agent, David & Ruth Strand, Roger Voie, Bill Wilker, and Craig Wright

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## IOLA'S MEDICAL BUILDING

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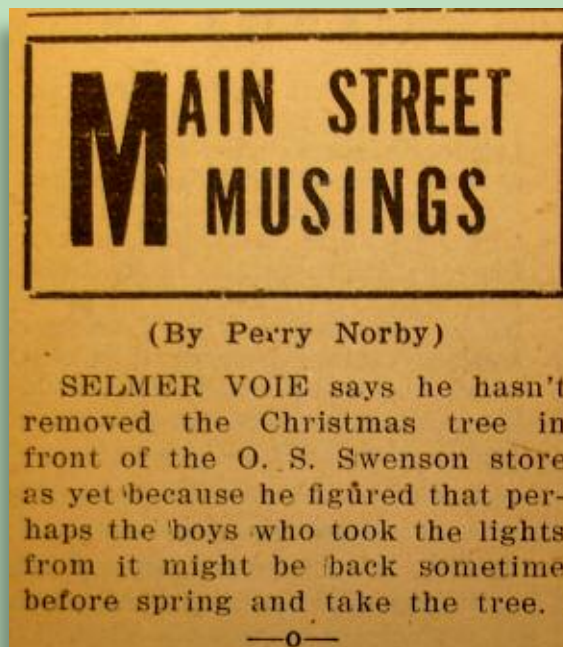
awning on the front bearing the name of Charles J. Jarvis. Over the years many other businesses occupied the building, including the Greystone Hotel. A Gamble Store was operated there by several different owners over the years, the proprietors having been Luther Trinrud (started in the south side, then moved to the north), Roy Babcock, Mike Cummins, Elroy Knutson, Jr., George Gauthier and Ted Hendrickson at various times. Ole J. Aasen's general store occupied the north side of the building at one time.

Some of the people who operated restaurants in the south side of the building over the years, in alphabetical order, were Jack Edwards, Jim Neidert, Harriet Plowman, A. C. Ray, Pat and Ollie Rosemann and Leonard Sorenson.

Some other people who occupied quarters in the building were Dr. Elsie Knutson (MD), Olive Peterson (chiropractor), Phyllis Knutson (beauty shop) and Dr. C. H. Nelson (dentist). There are many more who have not been listed, but what is being presented is intended to be more of a time-line from when the building was first built.

The Greystone Building was located where Clifford Mishler's "Eclectic Pursuits" (105 N. Main) and Physical Therapy Associates

This Main Street Musings appeared in the January 20, 1938 issue of the Iola Herald. Apparently Selmer Voie was in charge of having the tree removed shortly after Christmas, but the Christmas tree was not taken down by January 20th and was the talk of Iola since it was still up. The Christmas tree on Mail Street was an annual event that all of the residents of Iola looked forward to, especially the children. The tree was located on Main Street as shown in the photograph two of



this issue of the WINDOW and later at the southwest corner of Main Street and State Street.

(115 N. Main) have their offices today, along with a small portion of the vacant building at 125 North Main Street.

Iola's landmark Greystone Building was destroyed by the "Father's Day Fire" of Sunday, June 20, 1999, just over two months more than 90 years after it was first occupied, providing a new storefront for J. C. Lang's City Drug Store. More information recounting the fire and the history of the building can be found on the new "Historic Iola" historical marker located in the planter in front of 115 North Main Street.

## PRESIDENT'S MESSAGE

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this very interesting display was donated to the IHS this past year by Maynard Stromberg, the violin maker's son, who lives in South Milwaukee.

I also want to personally wish everyone a happy and joyous Christmas and New Year, extending a special thanks to all of the *Business Partners* who joined us during the year, whose extra support is most important to us.

*Lyle*

## Events Schedule

(All meetings are held at 210 Depot St.)

**Wednesday, January 5, 12, 19, 26**

Work Day 8:30 am

Working on Textile Project

**Monday, January 31**

6:00 pm IHS Board Meeting

6:30 pm IHS General Meeting

Election of President, Secretary and one Board Member

**Wednesday, February 2, 9, 16, 23**

Work Day 8:30 am

Working on Textile Project

**Monday, February 28**

6:00 pm IHS Board Meeting

6:30 pm IHS General Meeting

**Wednesday, March 2, 9, 16, 23, 30**

Work Day 8:30 am

Working on Textile Project

**Monday, March 28**

6:00 pm IHS Board Meeting

6:30 pm IHS General Meeting

## Donors & Loaners

October • November • December

**ARCHIVAL DONATIONS:** Caroline Adams, Laverne Anderson, Bob Brehm, Colin Bruce II, Harold Buchholz, Ann Church, Howard 'Howie' Cleaves, Joel Edler, Mary Beth Egner, Eugene Engebretson, Pat (Alm) Raddatz-Hagen, John Hauke, Iola Lions Club, Iola Old Car Show, Iola Vintage Military Show, Gerald Jorgenson, Ken Koch, Chet Krause, George Kriewaldt, Gary & Mary Larson, Bob & Carol Lashua, Greg Loescher, Judy, Morey, Lyle & Nellie Mork, Norman & Marilyn Mortenson, Lee Nelson, Barbara Egner-Pelmar, Dr. Lowell Peterson, Joy Shong, Mary Sisk, Bob Strand, Maynard Stromberg, Charlie Thompson, Sue Voie. **MONETARY and IN-KIND:** 1960 Iola High School Graduating Class, The Klug Family in Loving Memory of Mary Klug, Chet Krause, Joan Paulson, The Stamstad family In Loving Memory of Tom Stamstad. The Trading Company/Gerald Jorgenson, C. Erick Danielson, Central Wisconsin Electric Cooperative.

*Please let us know if we missed anyone. We apologize for any oversights.*