



J. J. Stritzel's Shoe Store and Repair. Note Elma State Bank on the left.



The rear of the store was also living quarters as well as a repair shop.

In 1912 Mr. Stritzel purchased the old stone building, razed it and erected a new building on the east side of town. He was in the shoe business and was previously located one door south of his new building. Mr. Stritzel operated his store until about 1918. It is unclear what business was in the building for the next 12 years.

In the early 1930's this became the M-D Store operated by Morris Dine and Abe Kozlen for many years. In 1960 Harold Kaatz purchased this property and started the Shopette.

The Shopette

The Shopette Store was established on December 12, 1960, by Harold Kaatz and his sister and brother-in-law, Vern and Dolores Worple. This building was the former M-D Store, a grocery concern. This building located just north of the BlueBird Tavern was owned and operated by Mr. Morris Dine, a widower. His store was named from the initials of his name. It was later operated by his son-in-law, Abe Kozlen. Mrs. Kozlen died in May of 1960 and the business was sold in the fall of that year to Harold Kaatz. Morris Dine and Abe Kozlen with his family moved to Minneapolis, Minnesota.



The Shopette in 1985 with Vern and Dolores Worple in front.



Anna Mae Lammers in their Paint and Gift Shop in the early 1960's. They also published an Elma Shopper in this building and later sold the building and business to Joe Whiting.

The building was remodeled and converted into a variety store with departments such as footwear, clothing, yard goods, toys, school supplies, gifts, etc. It also features seasonal items for the holidays throughout the year. Dolores was employed in a clothing store in Cresco before coming to Elma. The store's first employee was Mrs. Gerald (Rose) Fogarty, who worked for 11 years until her sudden death in February of 1972.

The Shopette Store celebrated 25 years in business in December of 1985.

Drug Stores

The Gitzy and Stack Drug Store was located on the corner of Main and 4th Street. Later Fred Gitzy was the sole proprietor of the Rexall Drug Store. The store closed in 1935. In 1937, the first state liquor store in Elma opened in this building with John Murray as manager. In 1940, Joe Rohde became manager. In 1954, this building burned with the rest of the block.

The upstairs of the building was used for various things. In 1918, Dr. J. C. Hastings set up an office. Dr. Sheldon was the surgeon at the time. The upstairs was



Note the architecture and the beautiful design of the building on the corner of Main and 4th Street.



From the corner view one can see an ice house on the right.



Interior of the Gitzy and Stack Drug Store.

also a beauty shop at one time and at the time of the fire there were four apartments there.

The building next to the drug store on the east was a grocery store for many years. Some of the operators of stores there were: O'Toole, Grosser, Evans, and Dan Conway. Dan was the proprietor when the 1954 fire occurred.

Richmond

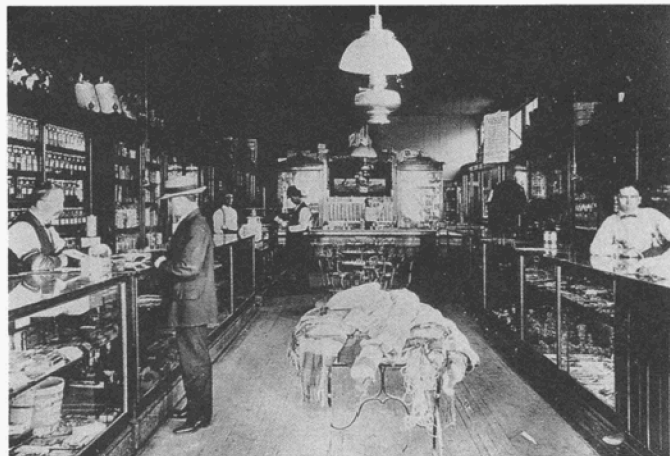
The name Richmond was synonymous with the drug store business. Back when there were still wooden walks, an uncle of Ed Richmond, Will Davis, and his wife, Angie, ran the Westside Drug Store located on the south side of the street across from Klobassa's Grocery.



Richmond-Davis Drug Store.



Ezra Richmond



Richmond Drug Store—Rubly Jewelry Store.

Ezra Richmond, another uncle, ran the Eastside Drug Store, presently the K. C. Hall.

Ezra Richmond was born in Riceville on July 12, 1867, and in his youth worked for Richmond Drug Store in Riceville, coming to Elma to operate the "drug side" of Richmond Drug in Elma with the Rubly Jewelry Store occupying the south wall.

Ezra and his wife, Carrie (Pease), had three children, Eddie, who died at the age of six; Carol, who married Merle Trunkey; and Lena, who was a pharmacist in Waterloo. Ezra died in 1920 and Carrie moved to Waterloo but continued to operate the drug store by hiring a pharmacist until 1924 when she sold the store to Edmund Richmond. Carrie died in 1947.

Edmund Burke Richmond was born in 1902 to Eddie C. and Mary Ellen (Burke) Richmond. He attended Iowa State College taking Agricultural Engineering and later attended Bradley Institute and graduated as a watchmaker and engraver. He purchased the Rubly Jewelry business as well as the drug store in 1924.

Edmund married Esther Noonan, daughter of Patrick and Ellen Catherine (Owens) Noonan in 1924. (She had graduated in nursing from the Mercy Hospital School of Nursing in Dubuque, Iowa.) They were the parents of two children, Mary Ellen and Edmund Carlton. Esther died in 1930.

Edmund married Hazel (Bellis) Gue, daughter of Ernest and Harriet (Curtis) Bellis in 1936. Hazel had two children from a previous marriage, Ernestine and Luva Mae, whom Ed adopted.

Ed had purchased the "Spaulding House" and Luva and her husband, Leroy Mohrfeld, still live at that site although they rebuilt after the tornado destroyed the old dwelling in 1968.

Besides managing the drug store, Ed was a county supervisor for 15 years until his death in 1954. Hazel completed his un-expired term as supervisor, the first woman to hold that office in the county.

The end of an era of the Richmond Drug business came in 1955 when it was sold to Elder Hoines of Cresco. Verdell Haakenson was manager and pharmacist.

Hazel moved to Pasadena, California, for a time, later returning to Elma where she died in 1959.

Some familiar names that one might recall working



Exterior of Richmond Drug Store with children drinking from the water fountain on the right.



There is a cart on the left of the drug store in front of the "old post office."



Interior of drug store through the years. Note "ice cream tables and chairs through the center of the store."



Ed Richmond



Hazel Richmond



Interior of the Hoines Drug Store in 1955. Charles Bodes' back is visible on the left with Abe Kozlen and Eddie Conway on the stools, and Betty Meyerhoff and Phil Oehler standing at the end of the counter. The man at the end of the counter is not identified.



Betty Meyerhoff standing in front of the Hoines' Drug Store with an unidentified child.

at Richmonds' besides the Richmond children are: Wilbur (Tubby) Weers, Lucy Barrett, Mrs. Archie Walker, Bernetta Krumm, Gloria Meyerhoff, Betty Meyerhoff, and Mac McIntire who was employed as a pharmacist for a time.

In 1957 the business was purchased by Verdell and Lois Haakenson, who operated the drug store until 1960 when they moved to Bettendorf. They were the parents of three children, Roxanne, Eric, and Cheryl. Verdell and Lois now live in Cresco, Iowa.

Their employees consisted of Pat (Lohuis) Pospichal and Betty Meyerhoff.

The building was then sold by the Richmonds to the Knights of Columbus on November 3, 1961, to be used as their meeting and club rooms.

It has been extensively remodeled and continues to be used for that purpose.

Sunnyside Cafe

The building housing the current Sunnyside Cafe is one of the older business buildings in Elma. It originally was divided into two sections. Joe Hoffman had a barber shop in the west side during the 1930's and early 1940's. Cliff Kelly managed the cafe located in the east side until Cliff Stratton opened the "New Deal Inn" in 1934.

The building was purchased by Vic and Delores Anderson in the early 1940's. The cafe was called Dee's Cafe, and the west side of the building then was Cora McCarthy's hat shop known as Mac's Shop. Harold Showalter opened Harold's Cafe around 1945. It was purchased by Cliff Heried in 1946 and renamed Cliff's Cafe.

Clarence Darrah bought the business in 1948 and renamed it Jim's Cafe. The name was changed again in 1952 when Don Womack bought the establishment and renamed it Don's Cafe. Henry Deterding purchased the cafe in 1954 and operated Hank's Cafe there for 23 years, making Hank the longest business enterprise in this building.

Hank and Mary served a warm welcome along with many meals and delicious homemade pies, retiring in 1978.



Harold and Bernice Showalter with Merle Schroeder, (unidentified), and Hi Erion at the counter in "Harold's Cafe."



Clarence and Aletta Darrah in the kitchen of Jim's Cafe.



Clarence and Aletta—1950.



Toni Riha ahead of the Sunnyside Cafe in 1986. Klobassa's Jack and Jill sign is reflected in the window.

It was owned briefly by Marvin Nielsen in 1978 and then purchased by Jim Johnson who named it the Sunnyside.

In 1979, Don and Hazel Lentz purchased the business and operated it until 1985 when the Edward

Riha's purchased it. The cafe continues under the name of the Sunnyside.



Mae Ann and Toni Riha in their Centennial dresses in the Sunnyside Cafe. Centennial buttons are seen upper left.

Trolley Inn—Farmers Inn

In 1931 Clem Cashman bought a streetcar or trolley and moved it to Elma from Waterloo, attaching it to his already existing cafe. He operated a restaurant and tavern calling it "The Trolley Inn" at the site of the "Farmers Inn."

The Cashmans ran this establishment until Harvey Nelson purchased it in 1945. Later it was operated by Buc Wilhelm. Jim Chambers and Vince Lentz ran the



Rosie and Frank Geerts present owners of the "Farmers Inn."



The Cashmans in the "Trolley Inn." Marion (Cashman) Goergen, Clem, Gert (Markham) Cashman, Lydia, and Betty (Cashman) Hockinson.



"The Equity gang" at the Trolley Inn (Left to right)—Pete Egan, Art Gansen, Joe Dusheck, and Ray Boehmer. (Second row)—Louie Kobliska, August Lauck, Joe Showalter, and Joe Ott. (Third row)—Frank Hruska with John Beecher in the center in the back.

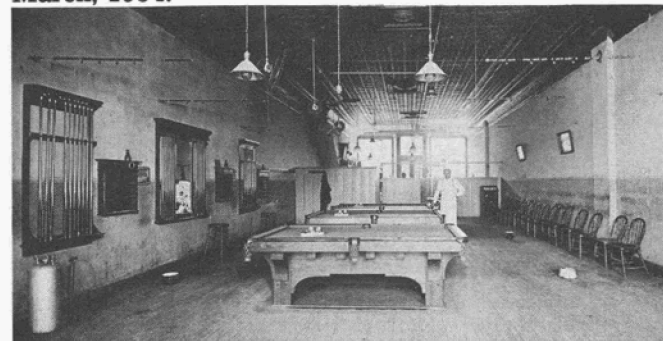


"Farmers Inn" with a glimpse of the Howard County Equity's office at the left.

business in the mid-1950's. Joe Havlik, Sr., Joe Havlik, Jr., and Louie Tonn bought into the business in the late 1950's. Adolph Ludwig, Sr., purchased the cafe in the early 1970's. In 1978 it was sold to Henry Smith, who had operated cafes in Elma before this time. In 1984, Francis and Rosie Geerts bought the business and continue to operate it as the "Farmers Inn" with the assistance of their daughter, Julie, Vincentia Chihak, and Arlene Klobassa.

West Side Pool Hall

In the early 1920's Henry Erion ran a pool hall and cafe located where Don's Saddle Inn dining area is now (between the Tuckek and the Biwer Buildings). John Mantz and, later, Jack Braden also ran the business. In the 1930's, Jim Kane operated a bowling alley and pool hall at this site. Herb Mealy and Jack McAvoy ran this establishment in the 1940's as the M & M Bowl. Some years later, Leo Tonn started a clothing store at this site. This business burned in the fire of March, 1954.



"The West Side Pool Hall"

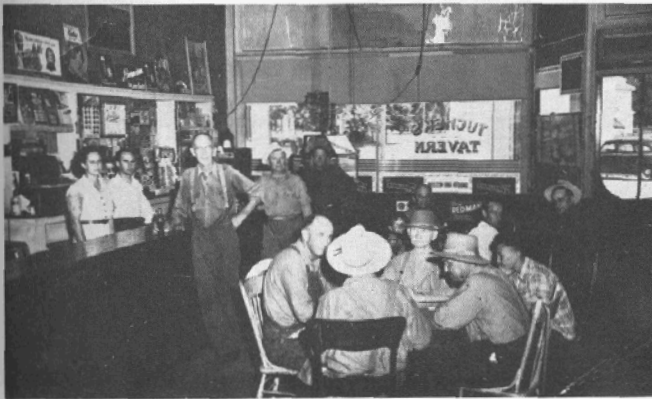
Vick's Cafe

In 1934, Henry Vick established a tavern in the basement of the Weer's Building. This business ran under the name of Vick's Cafe and was closed sometime later.

Stardust

Louis and Mary Tuchek established a cafe in the north end of the Gesell Building where Gross Hardware once was. In 1935 it was run as a tavern known as Ma Tuchek's. Around 1950 Raymond Rea leased the tavern. In 1952 Neil and Millie Mullinex took over the business and they operated it until 1954, at which time they became managers of the new Flame Theater. Don Blocker and Carsy Knutson leased the establishment. In the late 1950's Neil Mullinex leased the building again and called it Neil's Place. Around 1964, Chuck and Lucy Whitney purchased the business and named it Chuck & Lucy's. The Whitneys sold out to Ivan and Alma Schroeder in 1976. They converted the south side of the establishment into a dining area or party room.

The south side of this business had also seen some



"Ma Tuchek's Tavern." Behind the bar is Marie (Tuchek) Dusheck, and her brother, Louie Tuchek. Standing is Pat McGrane, Jim Hruska, and Jim Zak. At the front table is Harry O'Neil, with his back visible, is Jack Biwer, Eric Friedrich, (unidentified), and August Lauck. In the background is unidentified small boy, Frank Papach, unidentified man, and Pat Birmingham. This picture was taken in the late 1940's.



Tuchek's Tavern in 1946—Pictured is Joe Ryan, Barney Reich, Bert Keefe, Harvey Nelson, Mary (Ma) Tuchek, Jim Zak, and Louie Tuchek.

history. In the late 1930's and early 1940's, Fuller Grocery Store was located here. Jim Papach had a variety store there in the late 1940's. In the early 1950's Wes Keck operated a farm store at this location and sold Massey Harris tractors. Around 1959, Jim Dolan published a newspaper, the Graphic, here. Ves Weber operated a feed store there in the early 1960's.



The present brings a new look to the old Gesell Building, now known as "The Stardust." (1986)

Gerry's Tavern

Gerald Beaumaster opened a tavern in the Cannon Building (where Mealy's Grocery Store was) around 1940. The establishment was then known as Gerry's Tavern. It was later operated as Stuies Beer and Lunch until it closed.



Gerry's Tavern—taken on October 21, 1940. Operated by Gerald and Marie Beaumaster (seen behind bar). The two men are not identified; Francis Enright is seen on far right.

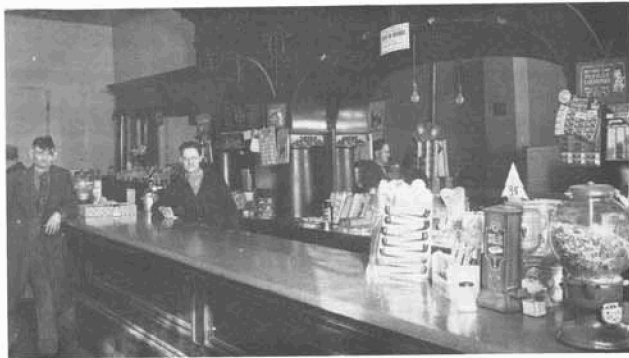
Tip Top Tavern

In 1937 Gerald Beaumaster established a tavern in the Erion Building (just east of the Elma New Era). Later Francis (Hashy) Fogarty leased the establishment and ran a tavern known as the New Bar Tavern. It closed in the 1940's. In 1946 Leo Tonn of Riceville purchased the building and opened a tavern called the Tip Top. This building was destroyed in the fire of March, 1954. Following the fire, Leo Tonn established a tavern on the east side in the Budke Building. A new building was erected by Ralph and Amanda Biwer and they operated a cafe with a bowling alley in the basement. Beauty shops were operated in this building for many years.

Smith's Tavern—Don's Saddle Inn

In the building known as Barrett Grocery in the 1920's and early 1930's, Walter Clark opened a tavern in 1934. He sold it in 1935 to Henry Smith and it was operated as Smith's Tavern. Later Hopkins Hatchery was in this building, and Smith's Tavern moved to the old Whelan Produce building. It remained as such until 1946 when Reuben Tuchek purchased it. It was destroyed in the fire of March, 1954. The Tucheks rebuilt, naming their establishment the West Side Tavern. Jack Whiting bought the business in 1968 and ran it as the Alibi until 1978, when he sold to Don Burzette. He renamed it Little Butch's*. It was sold to Don Carroll in 1982 and is known today as Don's Saddle Inn—the home of Marie Jenn's famous pancakes.

*Don Burzette also operated a catering service.



Smith's Tavern where the Saddle Inn is now—1935-1946. Pat Riley in the background and Tom Higgins at the bar. Hank Krumm is reflected in the mirror. Henry Smith behind the bar in the late 1930's.



The West Side Tavern was sold by Rueben and Vi Tuchek to Millie and Jack Whiting on October 14, 1968. They renamed it Alibi Tap and Grill.

Tip Top Tavern—Kranbeer's—Jerry's Lounge

In 1955 Leo Tonn purchased the building on the east side of town where George Budke and later Larry Dudack had operated a harness shop. Mr. Tonn operated a tavern and cafe called the Tip Top. Around 1960, Frank Haskovec leased the business. Later the Tonns resumed ownership of the business. In 1967 Myron Kranbeer leased the tavern. Jerry Conway operated the establishment from 1968 until it closed in 1969.



Marie Jenn in her centennial costume at Don's Saddle Inn where she is a cook and waitress.



West Main Street with Don's Saddle Inn, next the "Biver Building" that is now made into apartments. The Elma Bowl is located in the basement. The Stratton Building follows with Wacha's Barber Shop, Cindy Stratton's apartment and Jerry's Plumbing and Heating.

Bluebird Tavern

The building now housing the Bluebird Tavern has been a cafe or tavern for most of its existence. The earliest map available shows this building as the J. J. Stritzel Shoe Store.* The first building on this lot was the Central House. It burned on August 21, 1901. It is not known when the current building was erected, but it was before 1912. It was an eating establishment already in a 1918 picture. The Bellis Cafe operated at this location from 1925 to 1931, at which time the Bellis family turned to farming. Their son, Lyle Bellis, took over the business in 1931. In 1935 the cafe was sold to Mrs. Lyanda (Erion) Larsen, and named the Home Cafe. Fred Biver purchased the establishment in 1939. The following year J. Grosser bought the cafe. In 1942 Ben Malone purchased the business and opened a tavern, Ben's Place. Arnold Maravetz bought it in 1945 and renamed it Arnold's Tavern. It was sold to Fred Ackers in 1947 and was operated under the name of the East Side Tavern. Mehman and Young purchased the business in 1948.

Harold Kaatz, Dolores (his sister) and Mary Kaatz Ashley (their mother) of Cresco purchased the building and equipment from Mrs. Maude Young and her family in June of 1948, renaming it the Bluebird. It was remodeled and opened in July of that year. They offered home-cooked meals and later added wine and mixed drinks. The building was painted blue for many years. In 1979 the exterior was remodeled and the

*At its first location.

many windows removed and a permanent awning installed.

Harold was very active in the operation of the business. His interest in music was evidenced by use of the indoor-outdoor speaker system which was used at Christmastime to provide music for the community. Live music was present each Saturday night for the enjoyment of the patrons. Harold was assisted by his brother-in-law, Vern E. Worple, for 36 years. He was also assisted by other employees.

Harold died in 1985, but the business continues to be operated by Dolores and Vern Worple.



"Arnold's Tavern"—1945

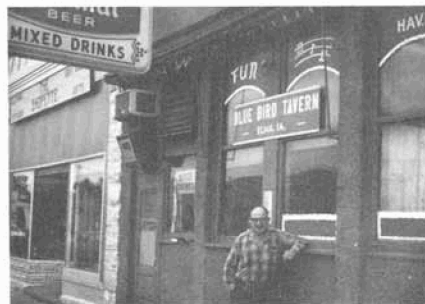


"The Bluebird" not long after it opened. Pictured are Harold Kaatz, his sister, Dolores (Kaatz) Worple, and their mother, Mary (Kaatz) Ashley. Notice sign on wall "Pop in booths 10 cents."



The exterior of the Bluebird Tavern shortly after it was opened.

Harold Kaatz in front of his business before the large windows were removed. Note the Shopette to the left, operated by Dolores Worple.



Vern Worple stands in front of "The Bluebird" with its new look, after remodeling—1985.

An excerpt from a magazine showing Harold discussing a recipe with a customer.



Opera Houses

Elma's first opera house was located on the corner of West Main Street, now the location of the Lyle Hart home. To help develop the town of Elma, Lemuel Potter built a large double store with an Opera House overhead from brick made in his own kiln.

The store area held a dry goods and grocery store. In the Hall of the Opera House entertainment such as roller skating and girls' basketball was held. Legitimate shows at the opera house sold patent medicine or candy between acts. Elma had a local dramatic club which put on several light dramas each winter, and usually the show would be repeated for two nights. Traveling troupes came to town also.

From James Arthur Pittenger "Speakin' of Elma" are these excerpts:

"Those of you who lived in Elma in 1890 to 1900 would remember the cast of the Elma Dramatic Club . . . Emma Fallgatter, Gertrude Keefe, Mamie Sisco, Ruth Quimby, Flo Church, Mary Trunkey, Clint Sisco, Ethel Ripson, Charles Trunkey, Elizabeth Mahoney and Jim Pittenger. George Ripson, the jeweler, a newcomer to our town in 1892, had leased the opera house from Mr. Potter, the owner, and he became a very strong supporter of the dramatic club, and for good reasons, as local talent was getting the patronage."

Orchestras also were brought in from Des Moines, Minneapolis, and Dubuque for the dances in the Potter Opera House, and while it was necessary to increase the price of tickets, more and a better class of people came to the dances.

Possibly you don't know that in 1892 Elma had a grand opera. It so happened that a stock company going from Minneapolis to Chicago had an open date and Mr. Ripson solicited the aid of our townspeople who underwrote the company's demands and in the Potter Opera House we had grand opera."

It is uncertain when the opera house was dismantled, but it was after 1905.



Opera House on West Main Street.

Grand Opera House

Elma's second opera house was built on Busti Avenue on the east side of town. Sometimes it was called the Weers Opera House and more often the Grand Opera House. On the site of the present Elma Locker two wooden buildings stood which housed the telephone office and the Elma newspaper. These buildings were destroyed in a fire in 1912. Mrs. Deidrich Weers purchased the two lots from Mrs. Kate Sweet, and plans were made to build a 48' x 80' opera house. The material was to be obtained from the third story of the Weers Building in which was located the Farmers Bank. At one time the third story of this building was used as a lodge room, but it had been vacant for about two years. The opera house was constructed in 1913, designed along modern lines of that era. The pillar canopy over the front steps was added some years later. On the north side was located the telephone office and the hall area used as an opera

house and dance hall. Construction was done by Deidrich Weers.

The opera house was converted into a garage around 1930 by A. J. Hart, and in 1940 this area was remodeled into a locker service by Francis Meirick. The telephone office remained in the building until the 1950's when it was transferred to its new building.



The "Grand Opera House"



The Weers Building, the third story being used in the construction of the Grand Opera House. This picture was taken before 1912 and the building is on the east side of town. The Weers Building was the only three-story building between St. Paul, Minnesota, and Oelwein, Iowa, at that time.

Theaters

Besides having two Opera Houses, Elma also had a theater for many years.

In 1915, the Family Theater was located in a building on the west side of town; the upper story of the building was the office of the Elma New Era.

The first of Elma's theaters to succumb to fire was the Elma Theater. It was located on the east side of town just north of the Elma Grocery and burned in January, 1932. The Elma Theater then re-opened in the Gesell Building in 1934. (Today this is the Stardust.)

In 1937, Art Sunde opened a theater on the south side of West Main Street. It was located under the I.C. Hall, in the east side of the building. It was sold to Charlie Jones in 1945 and burned in a fire in March, 1948. In January of 1949, the "Dawn" Theater opened on this site, in a quonset-type building. It burned in the Elma fire of March, 1954.

A theater was rebuilt on the same site in 1954 by the Elma Building Corporation. It was managed by Neil



The theater located below the I.C. Hall.



Art Sunde, owner-manager of the theater, 1937-1945. They now reside in Papillion, Nebraska.



Charlie and Myrtle Jones in front of the Elma Theater. They now live in Northwood, Iowa.



The fire of March, 1948, which destroyed the entire building.

Mullinex. This theater was named the "Flame." Elma merchants sponsored free movies in the Memorial Hall while the building was being constructed.

Due to the coming of television, the theater couldn't compete and was closed. The Peoples Savings Bank was built on this site. (The bank building was constructed inside the theater and then the theater was torn down.)



The Dawn Theater—The sign standing in front of the theater reads "Every woman will want to see Japanese War Bride." This was the summer of 1952.

Hotels

Elma in the early years had three hotels and numerous rooming houses. The railroad also had its own clubhouse for employees to stay when they were required to be away from home. A wood frame two-story building stood where the "Bluebird Tavern" is now, it was a restaurant and hotel. It was built before 1890 and was called the "Central House." It was destroyed in the fire of 1901. Two fires in 1901 did major damage to Elma.

In 1894 the Hotel Ayers stood on the corner now occupied by Klobassa's Jack & Jill. The proprietor was W. E. Bigelow. By 1900 it had been renamed the West Hotel. Six business buildings on the west side of town including this hotel were destroyed in the fire of August 31, 1901. The above-mentioned clubhouse and a block of buildings on the east side were lost to fire just 10 days earlier on August 21, 1901.

On the east side of Elma in 1894 there were two hotels. The first one, the Afton House, was located at the site of the home now tenanted by the Pat Fogarty family. It is probable that this is the same building. It continued until some time after 1900.

A two-story frame building housing a hotel was located on the corner now occupied by the Memorial Hall. This hotel was built before 1890 and was named the Darrow House. It became the Hotel Kieren in 1905 with E. E. Miller proprietor and the rate \$2 per day. By 1920 the hotel had been renamed the Hotel Irven. The last owners were the Diestlers, who named it the Hotel Evelyn. The building was torn down around 1927.



The "Central House" on the left. "The Elma News" is the sign on the adjoining building, with the "City Drug Store" standing where the K. C. Hall is located.



The business card of W. E. Bigelow.



Hotel Kieren in 1905—It was located where the Memorial Hall now stands.



Hotel Irven, after being remodeled and renamed.

Elma Newspapers

The Elma New Era was the longest running paper in Elma. Mr. T. C. Lamborn organized a publishing house in Elma and called it the "Elma News Register." It began October 12, 1886, and consisted of four pages of hand-composed copy. The Elma News shows on a map of 1905 located where the Elma Locker now stands. A notation beside it states that the press was hand operated. This building and the one nearby housing the telephone office were both destroyed by fire in November of 1912. The newspaper relocated to the west side over the Family Theater.

In 1900 Frank Howard moved from Vernon Springs to Elma and bought into partnership with A. R. McCook, changing the name to the "Northern Iowa Democrat." In 1904 the partnership was discontinued and Mr. Howard published the paper alone. He changed the name to "The Elma New Era." Mr. Howard met with a tragic death in 1930. His wife



The Elma New Era Office with the telephone office on the left. This group of buildings stood where the Elma Locker stands today.



Marie and Al Oliver with daughter, Karen, in April of 1946.



Mr. and Mrs. Virgil Tobin and family.

edited the paper from 1929 to 1931. In April of 1931, Mr. Harry Bloom bought the paper. He put in new machinery and remodeled the building and put on a new front. The staff was Harry Bloom, editor; Joe Heimerdinger, linotype operator, Rowley Howard, composing and pressman; and Mrs. Myrtle Galligan, local news editor.

Al Oliver bought the Elma New Era from Harry Bloom in 1941 and he sold it to Virgil Tobin in 1948. Robert Jacoby leased the New Era in 1953. It burned in the fire of 1954 and was temporarily printed at New Hampton until the decision was made not to rebuild.

Other papers have served Elma. One such paper was The Vidette, which was published by Babcock and Bros. in 1902 and sold for \$1 per year. Mr. T. E. Powers published a newspaper called the Sun. In 1901, it was merged with The Vidette, which was originally an Alta Vista paper, and the merged paper was called The Vidette. It finally was merged with the New Era.

In 1959 The Elma Graphic was published with Jim Dolan as editor. It operated only six months.

Some time after this, Anna Mae Lammers started

the Elma Reminder as a shoppers guide with news interspersed throughout. It was sold in 1968 to Joe and Kathy Whiting. They put it into the newspaper format, and continue to operate the Reminder.



Elma Reminder—Kathy Whiting is the publisher/editor of the Elma Reminder. Mary Ann Gebel has been the news correspondent and typist for several years. Kathy and Joe Whiting purchased the Elma Reminder (Shopper) and Lammers Paint and Gift in 1968. The Paint and Gift Store was closed in 1972 and now houses the Whiting Insurance Agency, Hairport, and the Elma Reminder. The Reminder is now a weekly newspaper and is an official county publication.

Elma Lumberyards

The J. W. and B. F. Klemmes Lumberyard was built in 1887 or 1888 on the location of the present S & S Trailers. The Klemmes sold out to Eclipse Lumber Company in 1910 and Ed Rice became manager. Later managers of this company were Frank Sager in 1916, H. D. Cook in 1917 and Louis Meyerhoff in 1957.

The C. W. Chapman Lumberyard was built around 1905 on the site where the Elma Lumber Company now sets. Originally, the railroad had a clubhouse on this site, but it burned in 1901. Gus O'Donnell was the first manager of this lumberyard. Then in 1921 Al O'Donnell, his brother, became manager. This lumberyard was sold to Eclipse Lumberyard in 1939, combining the two yards into one. Eclipse sold the buildings off the former site in 1940, and H. D. Cook stayed on as manager of the company until 1957 when Louis Meyerhoff took over the position. Eclipse Lumber Company sold out to Great Plains Supply in 1960, keeping Mr. Meyerhoff on as manager until 1971. At that time, Dean Mai became manager and later Bob Gansen. Great Plains closed its lumberyard in 1984. It reopened in 1985 as the Elma Lumber Company with Bob Gansen as manager.



C. W. Chapman Lumber Co. had its beginning in 1905.



Eclipse Lumber Co. where S & S Trailers is located east of the viaduct.



C. W. Chapman Lumber Co. in the early 1920's. Al O'Donnell, manager at the time, is second from the left.



Eclipse Lumber Company approximately 1956. Manager Bernard Bresnahan and Louie Meyerhoff.



Great Plains Supply in the 1970's.



Elma Lumber Co. in 1985. The corner of the "Whitco Manufacturing" building is noted at the right.



Bob Gansen, manager of "Elma Lumber Co."

Hayden Truck Line

In 1919, Earl Hayden started the trucking business as a drayline, using horses to pull the wagons. They cut ice blocks from the Little Wapsie and Meads Creek. They have hauled freight, livestock, machinery and grain through the years. Earl bought his first tractor and trailer in 1933. The tractor was an A4 International Harvester and the trailer was only 18'. In 1955, Merle and John formed a partnership and bought the business from Earl. They worked together until 1959, when John bought Merle's share. John has continued doing business as Hayden Truck Line.



Ed Smith operated a dray line in Elma in 1909.



Earl Hayden delivering freight with his dray line traveling north on Busti Avenue.



John Hayden standing in front of one of their straight trucks.



Mabel Hayden with a line-up of semi-trailer trucks.

Leo Milham was a familiar face in the trucking business, here pictured with Millie Lentz. The Lentz's operated the "Farmer's Inn" in the mid 1950's.



Iowa State Liquor Store

The former Interstate office became Elma's self-serve liquor store in 1977 after the interior was remodeled and the sales area enlarged.

The first liquor store in Elma began in 1937 with John Murray manager. This first store was located in the Gitz & Stack Drug Store on the west side of Elma. That building burned in 1954, and the liquor store then moved into the former Cashman Feed Store on Busti Avenue. Joel Rohde became manager in 1940 and continued when the store moved to the east side. In January of 1960, Al Weber became manager. After Al's death in 1964, Merrill Benson was appointed manager. Merrill died in February of 1976 and in July of 1976 the current manager, Ed Chihak, was appointed.

The liquor store has changed a great deal from the times of the little black books. Merrill stated once that when he started, the liquor bottles were all individually wrapped and taped shut to discourage patrons from imbibing too soon. The Cashman Building still had the old board with the name and price of the products listed and requiring the customer to fill out an "order form." After the last move, the store was made self-service and in 1985, began selling tickets for the Iowa State Lottery.

When Merrill Benson was in the store he was assisted by clerk, Nancy Kruger; and later, also Donna McGrane. Clerks since Ed Chihak has been manager were: Nancy Kruger, Donna McGrane, Judy Liane, Millie Whiting, Dawn Stevenson, and Shirley Smith.

Iowa State Liquor Store—1986.





The Crooks family moved into the brick flats in 1908. They lived in the west half and Dr. and Mrs. Dunham and their daughter, Juanita, lived in the east half. Pictured, left to right, are: Dr. and Mrs. Dunham, and daughter, Juanita, two unidentified ladies, Miss Feshington, Mr. Steve Plopper (these two were teachers and later married), Gerald Crooks, leaning against the tree, Grace, and J. H. or Henry Crooks.

"Brick Flats"

Elma's "Brick Flats" is one of the oldest buildings in town. An early map of Elma in 1894 shows this building to contain an Implement warehouse in one half and a hardware business on the west side with living quarters behind it. In 1900 it was a City Steam Laundry, operated by Peter Biwer.

In the photo, the building had been converted to living quarters and was owned by James Crooks. He came to Elma in 1893 from New Hampton, Iowa, where he had been in the meat and livestock business. On April 9, 1902, he was married to Grace Geraldine (Hoven). They lived in the brick flats until they built a home on the corner of 5th Street and Main in 1917. Grace moved back into the flats in later life and spent her last years there.

Interstate Power Company

After the fire of 1948, the Interstate Power Company sought a new site for its office. The Sayers Building on the east side of Elma was rented for this. The electric company sold appliances in a showroom in the front of the building and an office was located here with a larger glassed-in window area. This office was discontinued in the early 1970's. We continue to have Interstate Power service men living in Elma. Cleon Seedorf is currently our representative.



Interstate Power Company employees: Kenneth Schroeder, Ed Vick, and Manager Orrie Thompson.

Conway Furniture Store and Funeral Homes

In approximately 1886, J. W. Conway started a cabinetmaking business. In those days many cabinet-makers made coffins for the dead; thus, the beginning of the Conway Funeral Home. He had a furniture store and undertaking business in the August Buhr Building on Busti Avenue. His business prior to this was on the west side of town and was destroyed by fire. At one time he was located in the Gesell Building. The store to the right was the Burkes Hardware, which later became Gross Hardware. Dr. Dunn had an office upstairs. The sign indicates, on the left, that a Billiard Hall was in the basement. A contract for the rent on the building has been found bearing the date November 14, 1893.

Edward D. Conway joined his father in the business in 1912. After his sudden death in 1937, his wife, Doris (Fallgatter) Conway, continued the business with the help of her family.

Robert and James, both licensed funeral directors, purchased the business from their mother in 1963.

The Conway business was located in the Weers



Conway Furniture and Undertaking business in the Buhr Building. Note bicycle in front of the hardware store. The sign to the right on the little building reads "Sherwin Williams Paint."



The building with A & L Hardware sign was previously Conway Furniture Store.



Conway's Funeral Home in Elma—1986.



Building for many years. Later they moved about two blocks south into their new building. They operated their business there until 1978 when they sold the furniture business and completely remodeled the family home into a modern and beautifully-decorated funeral home.

Robert's son, Edward, operates a funeral home in New Hampton, Iowa, and James' son, Donald, operates a funeral home in Cresco, Iowa. The Conways also own and operate a funeral home in Riceville, Iowa.

This makes four generations of the Conway family, operating one of the oldest funeral businesses in the state.

Elma Shoe Repair Shop



Frank Novy in front of his shoe repair shop.

Frank Novy, a native of the Elma community, bought the Shoe Repair Shop in 1920 after he had quit farming. Many people can remember Frank in his shop, and the smell of leather. Much of his repair work was done for a nickel or dime. The family had living quarters over the store. He was the father of four daughters. One of them, Emma Gebel, still lives in Elma. He retired in 1950 when he was 80 years old.

Art Van Vyve Shoe Store

Arthur Van Vyve bought the Novy Shoe Store in 1948. They remodeled the front area and added equipment. Art, having learned the trade of shoemaking in his native Germany, was able to not only repair shoes, but to construct them.

Art and his wife, Mabel, resided in the upstairs living quarters of the building with their son, Artie. Mabel's brothers, Elmer and Fred Manarky, also lived in Elma at one time.

Art was on the Elma Park Board, but it was more than just a sense of duty that compelled him to donate so much of his time to the park. He could be seen often working to keep the park a place of beauty for park visitors.

The Van Vyves moved in the early 1970's. The building which had housed their business burned several years later.



Main Street in the 1950's. In the background are Kenny Stevenson's D-X Station, Van Vyve Shoe Store, and Hopkins Hatchery. Pictured in the foreground is Cindy Stratton, two of their relatives, and Cliff Stratton.

Rainbow Crafts

Examining one of the smocks being manufactured by Rainbow Crafts for use by grocery store personnel are (left to right): Mrs. Clifford Stratton, superintendent of the sewing department, Mrs. Herman Lammers, head of the company, and Mrs. Arthur Whiting. Mrs. Lammers is wearing one of the smocks.





Proudly displaying some of the novelty items manufactured by Rainbow Crafts are five women who were employed by the Elma industry. Seated is Mrs. Jack (Violet) Klassen, fancy work supervisor; standing from left to right: Mrs. Dennis Dunt, Mrs. Arthur Whiting, Mrs. A. Chihak, and Mrs. Anna Chambers. Rainbow Crafts operated for a short time in the late 1950's.

Arnold's Body Shop

Arnold Maravetz was born near Elma on December 13, 1920. He attended rural schools and was a 1940 graduate of the I. C. Academy. He operated the Blue Bird Tavern from 1945 to 1947.

Arnold started in the auto body business in September, 1947, where Kenny's Repair is now located. He moved to the present location in 1950 when a fire destroyed his former business. He built his building on the former site of a produce house operated by John Condon and Pat McGrane.

He married Bernie Malek of Cresco in August 1950. Their wedding dance was the first one to be held in the Memorial Hall. They are parents of two children, Mark, born January, 1953; and Marlys, born, June, 1956. In 1951, a basement home was built just west of the shop and in 1952 the house was built on it. At one time the Pardee Paint Shop was located here.

Arnold has worked on three generations of family cars and trucks. In September 1987, he will celebrate being in the auto business for forty years. He enjoys yard work, gardening, fishing and more fishing.



Arnold's Body Shop—1986. Their home is seen on the right.

Millinery

Prior to 1898 Kate Tierney conducted a successful business in millinery, dry goods, and ladies' accessories for seven years.

1919: A new firm under the name of Burns and Richardson opened in the Barrett Building, formerly occupied by the Consumers Electric Co. (Millinery firm).

Cora McCarthy sold her millinery business in 1919 to Miss Claire Silver.



The wooden building seen in the background was the Walter Sisters Millinery Shop. The business operated many years. The Walter sisters home was a very beautiful and unique structure inspiring a painting to be done by artist, Dick Weers. That hangs in the Elma library.

The picture also shows Conway Furniture on the right, which was later a veterinarian office. The canopy to the left was on the Hart Oil Co. building, now the home of Genevieve Freidhof. The man on the picture is Herb Lamprecht, who was employed by Hart Oil Co.



Walter Sisters Millinery Shop.

Elma Veterinary Service

The new office was completed May 2, 1979, and consists of ten rooms including the reception area, which features a fireplace, business office, pharmacy, dispensary, small animal exam and surgery, conference room, laboratory, small animal kennel, storage and utilities. The new office gives the veterinarians, Dr. C. E. Oelberg and Dr. A. R. Peterson of the Veterinary Service, expanded facilities accommodating their service including small animal work and laboratory work.

The new office building is located where the old liquor store building was located. The lot was purchased from Mrs. Lydia Cashman. On the same lot years ago, Mrs. Paul Riley's father, George Budke, had a blacksmith shop.

Dr. W. C. McGrath started a veterinary service in Elma and at the same time John Graf was practicing in the Maple Leaf area. Dr. McGrath practiced out of one side of the Alvin Gross Hardware Store building. Dr.

Stilaf Anderson who now resides in Northwood was with Dr. McGrath. Dr. Paul Strayer also practiced with Dr. McGrath as did Dr. Austin Knosby until he established his own practice. He became a state inspector in 1967 and later moved to Ankeny in 1968.

Dr. C. E. Oelberg took over Dr. McGrath's practice May 1, 1960. He practiced from the Gross Building until moving to The State Bank Building in 1962. This building was purchased from Goldie Elwood. Previous businesses in the building were the Reed Elwood Sr. Law Office and Vern Murphy Tax Office.



Veterinary Clinic with Dr. Peterson seen in the right rear of the picture.

Besides the bank building another building, the Dr. E. O. Longstreth Dental Office, was also used for storage by the Veterinary Service. Other businesses in the Longstreth Building were at one time a barber shop, Mrs. Longstreth used the building as a tax office and in 1970 was sold to Bonnie Fangman for a beauty shop and in 1975 sold to the veterinary service for storage.

Janice Kobliska began her duties as office secretary with the Elma Veterinary Service with Dr. Oelberg on November 1, 1960, and left in September, 1981.

Dr. Frank Havlik of Lourdes practiced with Dr. Oelberg from June of 1965 until June of 1967, when he was killed in a car accident.

Dr. A. R. Peterson joined the Veterinary Service in 1969 and is still practicing with Dr. Oelberg.

Dr. G. S. Firkins joined the Veterinary Service in 1975 and left in September, 1981.

Linda Dundee, office secretary-bookkeeper, began October 6, 1981 and is currently employed there.

Oelberg Research Co., Inc.

As the result of experience and observation in the field of veterinary medicine for 20 some years, Dr. Oelberg put together a paper entitled, "Mammalian and Avian Edema Disease Syndrome." A copy of this paper is available for examination at the Elma Veterinary Service Office.

Dr. Oelberg has become very interested in macro and micro elements that are involved in animal nutrition. A major concern is the build-up of excess phosphorus in the animals environment and ration.

At the present time Dr. Oelberg is doing research on the ratio of calcium and phosphorous. He expects to be

doing extensive studies in his business, which he started in 1982.

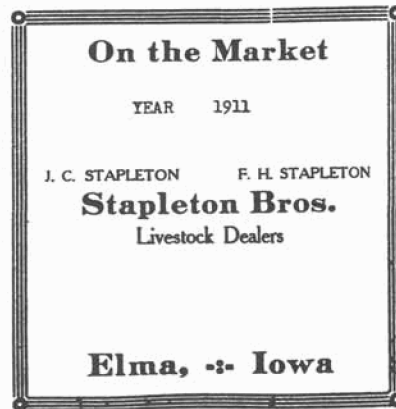


An Outstanding Auction

An unusually large crowd gathered at the Paul Joachim and Elmer Joachim Estate Sale Saturday, September 22, 1984. Over 100 years of antiquity passed over the auction block at the household and antique sale, which according to many, was the largest of its kind ever held in this area. Auctioneer Harold Stapleton of Elma conducted the sale, which began at 9:30 a.m. and continued until after 5:00 p.m. The sale attracted bidders from several surrounding states and drew area visitors from as far away as California.

The auction was held on the Joachim Brothers farm two miles northeast of Alta Vista, which has been in the family for three generations. Paul Joachim, the surviving brother, is presently a resident at Colonial Manor in Elma.

Items auctioned ranged from the original furnishings of the house to modern day kitchen gadgets. Quilts of various design and age drew much attention, as did the old toys and other unique items which had been stored in the attic from the Joachim brothers' childhood. Antique glassware filled one wagon and perhaps drew the largest number of bids.



James C. Stapleton and his brother, Frank Stapleton, were livestock buyers in the year 1911. James is the father of Robert and Harold Stapleton of Elma, Iowa, Lorraine Hayden of Charles City, and Betty Springer, deceased.



Harold Stapleton, auctioneer, Ronald Swestka, clerk, and James Stapleton, ringman.

Russ O'Donnell

Russ O'Donnell purchased the tankwagon business from Mrs. Helen Boofer October 1, 1959, and hauled gas and fuel for Hart Oil Co. until 1963 when the bulk plant burned, and A. J. Hart sold the bulk plant and service station to Farmers Coop of New Hampton. They sold Midland products until 1968 when the Howard County Equity bought the business and then Felco products were sold.

Russ sold out in 1970 and purchased the Brite Spot Tavern in Lawler, which he and Margaret operated until selling it in 1973. September 1, 1974, they bought Pint's Service Station from Gerald and Marie Stevenson, which they still own.

In 1975 they started hauling crushed rock, sand, and gravel, which they are still doing. In 1980 they took over the Star Mail Route from Frank Ptacek and are mail contractors at the present time. They are also involved in farming.



Russ O'Donnell with his mail truck.

Elma Preschool

The Elma Preschool was incorporated in 1983. The incorporators being: Mr. and Mrs. Greg Gardner, Mr. and Mrs. Merrill Havlik, Mr. and Mrs. Robert Pietan, Mr. and Mrs. Lyle Streich, Mr. and Mrs. Francis Zeimetz and Mr. and Mrs. Nick Zeimetz.

The Elma Preschool opened that same year—1983—in September. The teacher was Barb Havlik and

the teacher's aide was Chris Pietan. The first year there were 18 students.

Since the 1984-85 school year and presently, the teacher is Barb Havlik and the aide is Teresa Zeimetz. In the 1984-85 school year, there were 21 students enrolled and in the 1985-86 school year there were 23.

The preschool is open to 3- and 4-year-old children in the Elma area and meets in the basement of the I.C. Church. The preschool meets two days a week on Tuesdays and Thursdays for 2½ hours. There are two sessions, one in the morning and one in the afternoon. Many activities are held throughout the year. The school year is from September to May.

The school also has a board that meets quarterly to make sure everything is running smoothly. They have officers that are elected yearly.

Swift Independent

The hog buying station is located on the west outskirts of Elma and has been under different management through the years.

Jacob E. Decker Sons operated the station until 1966 when it was sold to Armour and Co. It was destroyed and rebuilt after the tornado in 1968. Lee Moorman was the manager for several years.

In 1983 it was sold to Swift Inc. and Charles (Chuck) Dockendorf became manager of the station. The hogs are trucked to Marshalltown, Iowa, which is the head office of the company. Lowe Bros. Trucking Co. is usually the carrier.



Swift Independent—1986.

S & S Trailer Co.

The building that is used for S & S Trailer Co. was formerly owned by Great Plains Supply before they went out of business in 1984.

The building was purchased by a group of concerned citizens. The purpose was to provide jobs for our unemployed. Due to the depressed economic conditions, many people had been laid off from their jobs. The group was organized and called the "Elma Industrial Committee."

The building was leased to Lucky Howell, who had been involved in the trailer business in Cresco, Iowa. It was called "Pioneer Trailers." A large addition was added to the existing building and a house trailer was purchased to provide additional office space. The horse trailers are of varying lengths to accommodate some living space on one end of the customized trailers. Pioneer Trailers closed in 1985.

In March of 1986, Bill and Joe Smith opened their

new business S & S Trailer Co., and are well into production. Both men have lived in the Elma area all their lives. Bill and his wife, Pat, were former employees of Pioneer Trailers. Patrick (Joe) and his wife, Jeanne, have farmed in the Lourdes area all of their married life. Bill and Joe received a grant in 1986 for \$55,000. An actual \$50,000 will be available for use in the factory and \$5,000 was the filing and form cost.



S & S Trailer Co.—1986.

Whitinger Insurance Agency

Whitinger Insurance Agency is owned and operated by Joe and Kathy Whitinger. It is located in the former Post Office Building.

Joe has been involved in insurance for over five years. Whitinger Insurance Agency handles all lines of insurance protection.



Joe Whitinger at his desk.

J. R. Whitco Manufacturing Co.



The J. R. Whitco Manufacturing Co.

The J. R. Whitco Co. began manufacturing metal cabinets for office copy machines in 1985. Owners Bob, Jack and Joe Whitinger purchased a building vacated by Great Plains Supply and turned it into a modern plant employing several local people.



Bob, Jack and Joe Whitinger.

The plant is equipped with computer operated equipment for cutting and bending the metal for their cabinets. There are plans for diversification in the basic design.

They have produced miniature cabinets with a carrying handle on top to be used by their salesman to demonstrate the quality of workmanship. Jack Whitinger, who also farms, is manager of the plant.

Their plant contains office space, a large work area, a painting room, an area where the steel is washed, and a drying room. This plant is located behind the Elma Lumber Co.

HairPort

Pictured is Lori Johnson and Judy Chihak. The Hair-Port is housed in the old Post Office Building. Lori Johnson and Judy Chihak are both full-time beauticians. The HairPort also has a tanning spa and rents out video movies.



Lori and Judy

Elma In Its Prime

In the year of 1886 Elma in its infant shoes was quite a city. There is reported that 195 cars of freight were handled in one month at the Elma depot. There were located in Elma: one baker, three meat markets, one well digger, two coal and wood dealers, three blacksmiths, three restaurants, two hotels, one stockbuyer, one insurance agent, one painter, contractor and builder.

Following is the list of business firms presented then at Elma:

Elias Heckel—Baker
 Bersel English—Meat Market
 A. G. Smith—Well Digger
 E. L. Clark—Coal and Wood
 A. O. Rowley—Blacksmith
 S. B. Grannis—Restaurant
 E. E. Miller—Harness Shop
 George Sipkins—Restaurant
 E. Grease—Groceries
 J. W. Flaherty—Blacksmith
 J. J. Augustine—Barber
 Meverden Jennewein—Furniture
 John Ferguson—Lumber
 Tuttle Tidgewell—Hardware
 D. H. Summers Co.—Dry Goods
 M. Depres—Clothing
 A. A. Carter—Merchandise
 G. A. Chambers—Insurance
 J. L. Bateman—Pumps
 C. H. Rowley—Stock Buyer
 Bemis Crawford—Meat Market
 W. C. Brown—Druggist
 Tierney Co.—Hardware
 F. Sippel—Implement
 W. H. Helms—Groceries
 D. J. Mahon—Meat Market
 O. P. Taylor—Painter
 F. H. Hunt—Boots and Shoes
 C. H. and F. K. Elwood—Livery
 G. W. Dilly—Carpenter and Builder
 J. C. Garner—Lumber and Coal
 W. E. Doan—Jewelry
 Bowman Bros.—Merchandise
 C. F. Wentworth—Blacksmith
 John McNamee—Commercial House
 Parnell House—Donahugh and McVey Prop.
 Afton House—Wm. Devereaux Prop.
 City Restaurant—Jas Devereaux

1886—"It was during this year that the town of Elma began its growth. It is located on the line of the Dubuque and Northwestern Railway in Afton and Howard Townships, one mile south of the town of Howard. It is the division of the line between Dubuque and St. Paul, having the requisite of the side tracks to accommodate it to that purpose. A turn table and round house is also built this year. The town proprietors are the Minnesota Loan and Debenture Co. of St. Paul. During the summer of this year, about thirty buildings of various sizes were put up. Some of the first men to enter into business we find were W. C. Brown, Church and Sisco, Chas. Graham, Mr. Redfield, Clark and Ball, Michael and Fenton Tierney, J. G. Doan, the Montague Bros., and several others representing various lines of trade."—History of Howard County, 1851-1905, Business Directory.

From Elma New Era of December 25, 1890

Merchants and businessmen of Elma at the time who carried ads were:

Wm. Burke, Justice of Peace and collection agent.
 H. L. Spaulding, Attorney at law
 E. E. Evans, Stockbuyer
 J. F. Norton, Prop, Main Street Meat Market
 Maiman, Tailor
 J. Ferguson, Banker, Bank of Elma
 Miss Tierney, Millinery and dressmaking
 C. M. Quinby Store
 M. H. Bailer, Dealer in dry goods
 B. F. Lichtys, Hardware
 Dr. E. E. Overfield, Mainstreet Drug Store
 G. A. Burgess, Banker, Bank of Elma
 U. C. Newcomb, Harness maker
 Miller, Harness maker
 S. E. Hunt, Boots and shoes
 J. W. Cannon, Groceries
 C. A. McGullow, Maker of pork and flour barrels and butter tubs
 Roach and Co., Elma furniture store
 Darrow House, owned by F. E. Munn.
 George O'Hair, Tonsorial artist
 Buell Bros., Express and freight
 J. A. Martin, Blacksmith
 G. A. Chambers, Insurance
 Charles Galligher, Barber
 Wachtel's Drug Store
 Garner & Smart
 Montague Sisters, Millinery
 Bowman Bros. & Co., Dry Goods
 Hartnell & Stevens Grocery (Located at Lowther)

Main Street Early 1900's

Main Street looking west in the early 1900's: On the right was a livery with its own windmill, owned by J. Cummings, B. E. Pittenger, and John J. Kildee. John J. Kildee operated a livery stable and also farmed near Elma. He retired and moved to Waterloo in 1915. Next was the blacksmith shop of Tom Scully, the Bert Siddall Barber Shop, the Frank Howard Building, and the Tierney Building, which housed three stores. Located in the Howard Building and in the first store of the Tierney Building were the Zeiner Brothers Men's and Women's Apparel, next was the Charles Tyler Meat Market, and Church & Hoyt Hardware on the corner.

In the second block were the First State Savings Bank, the office of Elwood & Co. Real Estate, a restaurant and bakery, Frank Dormely Grocery, and last the H. J. Trunkey Grocery.

Next block: H. J. Moore Photographic Studio and J. C. Johnson Shoe Store.

Next block: the "Stone Building" housing a feed store.

On the south or left side, a saloon, the Barret Building, which housed a restaurant pool hall, the double-store long known as the Connor-Parker General Merchandise Store, next the building long housing grocery stores, and on the corner the drug store. In the second block on the corner, the L. W. English Store, with the Masonic Lodge on the second floor, farther



Main Street—Early 1900's

down were the Condon Produce and the Harry Pardee Paint Shop, a building also stood on the corner which housed a variety of businesses in early Elma. (By 1920 the five lots from the paint shop to the corner were empty.)

On the next block was a rooming house and restaurant operated by a Mr. Ferrie, and the City Steam Laundry operated by Pete Biwer.

The next corner had the Opera House.

Busti Avenue—1894-1900

In the formation years of Elma, many buildings of wood construction were erected. Busti Avenue had many of these, beginning at the corner of Birch and Busti Avenue and continuing south for at least a block and a half.

Buildings on the right side of this picture are as follows: The house (long known as the Kirchner house) occupied by a Dr. Gerald. Note the lamp post on the corner of the porch. On the corner now occupied by the Russ O'Donnell home was a restaurant. On the south corner of this block was a hardware and tin shop. The buildings in between burned in 1900. The second story of the Gesell Building can be seen in the background.

On the left, beginning at the corner, was a building known for years as the shop of Joe "the Tailor" Weiland. At this time it was a harness shop operated by Frank Gardner from 1891 to 1911. Next was a dwelling, a millinery shop, a dwelling, a tailor shop, a harness shop, a building which was a bank in 1894 and a notion shop in 1900, next building a millinery in 1894



Busti Avenue, 1894-1900

and a restaurant in 1900, and the corner building was a saloon in 1894 and a general store in 1900.

In the next block can be seen the Weers Building, which was a three-story structure. In the next block, where Memorial Hall now sits, can be seen the Darrow House.

In the center of the picture, it should be noted that Busti Avenue continued south since the viaduct had not been built yet.

Main Street—1908



Looking east toward the viaduct. (Left side)—J. C. Johnson Shoe Store, Moore Photographic Gallery, Augusta Pierce house with outside stairway, Dormely Grocery.

(Right side)—Steam Laundry operated by Pete Biwer, restaurant, and rooming house. Old public school can just barely be seen to the upper right.

Busti Avenue Circa 1908

A group of ladies and children is shopping in early Elma. Busti Avenue had lost a block of buildings in the 1901 fire. This block rebuilt slowly and gradually, these buildings were the first rebuilt. On the corner (right side) is the Richmond Drug Co., then the Post Office, next a building which then housed the Stritzel New Boot & Shoe Store (now the Bluebird), then a small building housing a barber shop and, on the corner, a general store.

In the next block was located the Weers Building. It was the only three-story building between St. Paul and Oelwein at this time. The building was built in 1896 by Dietrich Weers, grandfather of Arlyn Weers, for the Farmers State Bank. The third story, which was used for the Rebekah and Oddfellows Lodge, was removed and the brick used for the Opera House, which is now the Elma Locker. Businesses which were located in the building through a period of years were: Vick's Tavern, a pool hall, a shoe repair in the basement, Tim Hurley men's clothing store, Joe Wieland tailor shop, Drs. Mulick and Gillispie had offices on the second floor with the remainder of the floor being used as bachelor apartments. There was also a barber shop there. Around 1932 Conway Furniture located in the building and remained there until December of 1950. During the 1950's the Elma Public School used the Weers Building as the shop or vocational building. When the school no longer needed the building after 1960, it was

used for storage until it fell into disrepair and was torn down in February 1973.



Busti Avenue circa 1908

Busti Avenue Before 1912

This row of buildings on Busti Avenue was located from Forest to Wood. These buildings were (starting on the right): Farmers Bank Building, which housed the Independent order of Odd Fellows and Rebekah lodges on the third floor; next was a boot and shoe store; a drug store (Richmond Drug Co. on the window); Louis Diekmann Dry Goods and Clothing; a hardware owned by Burke's in the 1890's, B. F. Lichty until 1906; last building with awning was J. W. Con-way Furniture Store.



Busti Avenue Before 1912

Main Street in 1918

This photo of Main Street in 1918 shows the following buildings on the left: Diekmann Garage with "Gasoline" pump in front (in what looks like a telephone booth); the Elma Vulcanizing Co., operated by Frank Novy; Barrett Building restaurant and pool hall; Connor-Parker in the next two buildings; grocery; and Gitzy and Stack Drug Store. Across the street on the corner was the L. W. English Grocery, which was bought by Sixbury around this time; Condon Produce and Harry Pardee Paint Shop were the next businesses.

Buildings on the right were: Whelan Produce organized in 1918 by J. P. Whelan; Blacksmith Shop of Tom

Scully; a barber shop; the office of the New Era (located on the second floor); the Family Theater on the ground floor; pool hall; a meat market; and on the corner a building used by Whelan Produce (for such business as candling eggs). Across the street was the First State Savings Bank, a barber shop, bakery, and further up the street the home of Augusta Pierce.

Busti Avenue Circa 1918

Businesses located on "the avenue" increased in the 1910's. On the corner was the Richmond Drug Co., which also housed C. A. Rubly the "Practical Jeweler" in the south sales area of the store. The post office remained the same, but Garrett & Clancy now operated a barber shop in the newer building next. The barber pole has a sign at the top which reads "Baths." The next store was now a cafe and J. J. Stritzel had built his stone building to house his shoe store. The next building was the Elma State Savings Bank, next to this was a millinery, and next was the "Elma Cafe" located in what is now the liquor store. The last building was later Kelly Grocery. In the next block was the Weers Building, which had the top floor removed in 1912. It was the Farmers Bank at this time.

Something to note is the water fountain on the drug store corner.

Main Street in the 1920's

On the left side of the photo can be seen the Whelan Egg House on the corner, a grocery store, a billiards and pool hall, the building with Family Theater and New Era both housed in it, a barber shop, a blacksmith shop operated by Tom Scully and later (in the 1940's) Jack Althof; and last on the block, the Whelan Produce Co.

On the right side were: the Gitzy & Stack Drug Store, with the office and hospital rooms of Dr. J. C. Hastings on the second floor until about 1929 (there were, later, apartments made on this floor); a grocery store; Connor-Parker Store in the next double building (in the early 1920's the top floor was purchased by and remodeled by the I. C. Parish, the dining hall was located over the grocery store); the Barrett Building; Frank Novy's Shoe Repair Shop; and last the garage on the corner was sold by Diekmann in 1920 to Pearce Cashman and to Enloe for a Sinclair Station in 1933.

Across the viaduct can be seen some of the lumber yard buildings.

Busti Avenue in the 1920's

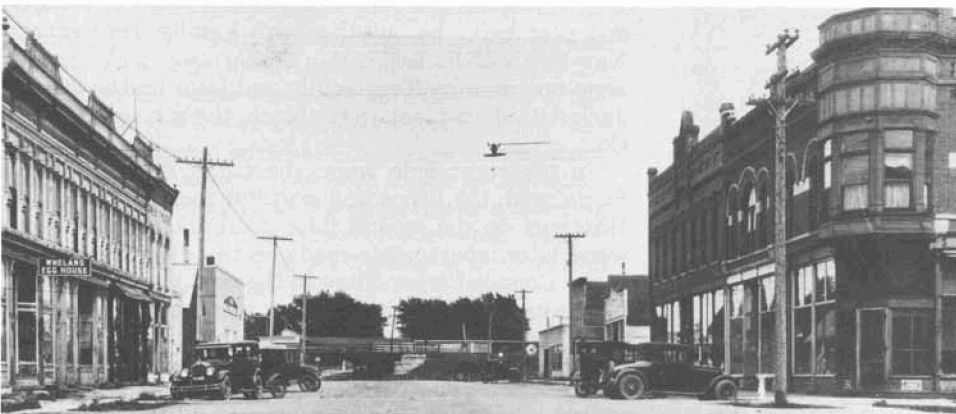
Businesses beginning on the right side were: Richmond Drug Co., Post Office, Leo Heineman Barber Shop & Bath, Bellis Cafe, Shoe Store, Cashman Clothing, located in this building when it burned and all contents with it in 1928, "Lunch," owned by Walt Helms, Sayers Electric, and Kelly Grocery on the corner.



Main Street in 1918



Busti Avenue, 1918



Main Street in the 1920's



Busti Avenue in the 1920's

On the next block were the Farmers Bank, Budke Harness Shop, Elma Grocery, Elma Theater, Gross Hardware, and the veterinarian's office. Following this were buildings which housed the Walters Sisters Millinery Shop, two buildings which housed Krumm Brothers Implement and Floyd Irvin Grocery among other businesses. On the corner was the Rudy Klobassa Meat Market.

On the left side was the Chapman Lumber Co., Foley Implement Co., and the two-story Gesell Building.

Busti Avenue in 1920's

This block on Busti Avenue in 1920's was filled with businesses. The Farmers Bank on the corner was still operating at this time. It closed its doors November 14, 1927, during the Great Depression. The building next to it housed the George Budke Harness Shop. Next was the Elma Grocery which was operated for 51 years by Gaylord Robison. The next building housed the Louis Diekmann Dry Goods Store, and later the Elma Theater which burned in 1932. Gross Hardware was located in the next building for most of its years, although he had two previous locations. Just visible in the photo is the veterinarian's office. These last two buildings were torn down.

Main Street in the 1930's

On the corner was the Rexall Drug Store operated by Fred Gitzy and Joe Stack, which closed in 1935. The first State Liquor Store in Elma opened here with John Murray as manager in 1937.

Evans Grocery, in this picture was West Side Grocery in 1933, operated by J. R. Kane and Vern Borland. They sold to Louis O'Toole and it was sold to George Evans in 1935. Kenneth Grosser operated the store from 1945 until he sold Grosser's Store to Dan Conway in 1953. The I. C. Hall was upstairs.

The double building next housed the I. C. Parish Hall upstairs and, in the bottom to the right, was the G. E. Beaumaster Gambles Store in 1937. The light plant moved their offices here in 1938. In the left side was The Leader operated by George Doubeck from 1933 to 1936. Art Sunde opened a theater here in 1937 and he sold it to Charlie Jones in 1945. This double building burned in 1948. A new theater named the Dawn was rebuilt here, and in March of 1954 the entire group of buildings shown in this picture burned along with a portion of the north side of Main Street.

Busti Avenue in the 1930's

Businesses along "the Avenue" in 1930's were: Richmond Drug Co. on the corner; Post Office; Leo Heineman Barber Shop; Bellis Cafe; Tim Hurley operated a clothing store from 1930-1933 in the former Stritzel Shoe Store, and it became the M.D. Store in

1933; Elwood Law Office; Walt Helms Barber Shop; Sayers Electric; and Mealy's Cash Grocery on the corner which operated from 1934-1938.

Across the street on the next block, the former Farmers Bank Building was used for Tim Hurley's clothing store until 1935 and by Conway Furniture after 1935; George Budke Harness Shop; Elma Grocery; an empty space where the Elma theater had burned down; Gross Hardware; and the veterinarian's office.

Elma Businesses in 1936

Peoples Savings Bank
 Bellis Cafe
 Clem Cashman Trucking
 Cedar Valley Produce, Lloyd Beaumaster & Irving Borg, Mgrs.
 Central States Light & Power Co., Lynn Markham, Mgr.
 Clark Produce Co.
 Condon Produce (Goodrich & Searcy)
 Conway Furniture and Funeral Home
 Elma Coop Creamery
 Haberman Creamery
 Hoffman Barber Shop
 Leader Store, George Doubek
 East Side Meat Market
 Eclipse Lumber Co., H. D. Cook, Mgr.
 Elma Grocery Co.
 Elma Motor Co., Ed Weber
 C. W. Chapman Lumber Co., Al O'Donnell, Mgr.
 Elma New Era, Harry Bloom, editor
 Elma Oil Co., H. M. Erion
 Reed Elwood, Attorney
 Enloe Garage and Service Station
 A. V. Francis, Blacksmith
 Rexall Drug, Fred Gitzy
 A. F. Gross Hardware
 Hart Oil Co., Phillips 66
 Hastings Hospital, Dr. J. C. Hastings
 Hayden Trucking
 Hruska Bros., Stockbuyers
 C. Klobassa, Meat Market
 Dr. E. O. Longstreth, Dentist
 Herm Lammers, Painter
 Dr. W. C. McGrath, Veterinarian
 M. D. Store, M. Dine.
 Mealy's Store, Bob Mealy
 Richmond Drug Store
 O'Donnell Real Estate & Insurance
 Sayers Battery & Electric Shop
 Dr. F. N. Stute, Dentist
 Vick's Cafe
 Weber Bros., Repair Shop
 Evans Grocery and Meat Market
 Standard Oil Co., C. Finch & F. Pierce
 Jim Berry, Trucking
 Art Gansen, Stockbuyer
 Heineman, Barber Shop
 Northern Telephone Co., F. Fencl, Mgr.



Busti Avenue in 1920's



Main Street in the 1930's



Busti Avenue in the 1930's.

Trolley Inn, Clem Cashman
Helms, Barber Shop
Shorty's Garage
U.S. Post Office
George Budke, Harness Shop
Hopkins Hatchery

**The Town in April of 1951
Looking Back to March of 1948**
from *Elma New Era*

Within a few weeks after the fire of March 1948, the offices of Interstate had been relocated in a remodeled building on the east side of town. The Elma Building Corporation was organized to raise funds for the construction of a new theater building which was leased to Charles Jones, who opened the Dawn theater in January of 1949.

Funds for the construction of a Memorial Hall were approved by the voters in the fall of 1948, and in July of 1950 the building received its formal dedication.

The summer of 1951 saw the completion of the I. C. Parish gymnasium and hall. Erection of the steel framework took place in April of 1951 and construction of the building proceeded.

Damage from the fire resulted in almost complete remodeling of the Grosser's Store located adjacent to the old I. C. Hall and in addition Ken Grosser remodeled the upstairs to contain two nicely balanced five-room apartments. At each of Elma's other three grocery stores, improvements were noted which greatly added to the appearance and service which they rendered to their customers. Abe Kozlen, owner of the M.D. Store, completely remodeled the interior of his establishment providing a modified self-service and attractive displays. Gaylord Robison, owner of the Elma Grocery, outfitted his store building with an imposing new white and tan front in 1950 to improve the attractiveness of his place of business. At C. Klobassa & Sons, not much change on the building was noted but considerable new refrigeration equipment and meat preparation machinery were installed to help them handle their share of the town's grocery and meat business.

At the Elma Locker, owner Francis Meirick partitioned additional rooms and added equipment.

Dowling Hospital installed new equipment and became a state licensed institution.

In 1948, only the Elma Locker, Northern Iowa Telephone Office, and Farmer's Produce occupied the space between the viaduct and the Drug Store. By 1951, in addition to the Memorial Hall, Conway's Furniture Store and Hart Chevrolet building, owned by the Hart family, were built.

The frame depot owned by the Chicago Great Western was purchased by the Harts and was moved south of the Hart garage to be used for storage purposes. Plans were to provide a cement block front which would conform to the pattern of the new building. To replace the depot, the Great Western built a new modern depot of metal construction.

Grand opening of Conway Furniture was December 15 and 16, 1950.

Bill and Kay Finch opened a new business, the Elma Cleaners, the first dry cleaning establishment in town, around 1948.

In May of 1948, the Farmer's Coop Creamery Association transferred its place of business to the west side.

During the fall of 1948, Art Gansen Plymouth and Desoto dealer, built an addition to his building in the north part of town, which was used as offices and showrooms.

Just before he left for service in 1949, Kenneth Jacoby almost completed the construction of a building to house the Elma Skelgas Service located just west of Klobassa's store. He sold his property to John Fogarty who continued the building project, except the second story.

In the summer of 1949, Arnold Maravetz, owner of Arnold's Body Shop, began construction of a cement block structure just west of the Elma Skelgas. This was occupied in the fall of 1950, but some small amount of work remained to be done. In April of 1951, ground was broken for a home by Arnold Maravetz to be a temporary basement dwelling, 24 by 30, with a single-story home to be completed above later.

Mr. and Mrs. Arthur VanVyve bought the late Frank Novy Store. A good deal of remodeling work was put into the building, almost a new line of equipment was added as well as an attractive display room fixed in front of the building for new shoe display.

New equipment was added by Stapleton Dairy in the three years from 1948-1951. Around 1948 the Stapletons had just installed a pasteurizing machine, and about 1950 they added machinery to homogenize milk.

In 1949 Mr. and Mrs. Clifford Stratton built a combination home and a barber shop on the lot just east of the Elma New Era office.

During 1950 Leo Tonn remodeled the building which he owned just west of the Tip Top Tavern and proceeded to provide Elma with one of the most inviting and well-stocked clothing stores for men and boys around.

During late 1948, the State Highway Department stepped in to provide Elma with a blacktop road to Highway 63, seven miles east of town, and at the same time resurfaced Main Street of Elma.

Machinery and equipment were purchased by the town that would be used to oil most of the streets of Elma. Some of this work was done before cold weather set in in the fall of 1950, and the rest of the town was expected to be treated by the end of the summer of 1951.

In the school year of 1950, the Independent School District of Elma operated a bus route for the first time.

During 1950 four new homes were completed in the town, another was well under way and three basement dwellings were occupied for future homes. The completed homes were those of E. W. Friedrich, Frank Ptacek, Henry Cook, and Victor Streich. The Albert Lauck home was built in 1949. In 1951 the Valden

Frank family moved into their new home. Living in basement homes were families of Frank Mitchell, Emmett Burke, and Arnold Maravetz.

This is the Pattern of Our Town in 1958

The town of Elma boasts a population of seven hundred and fifty people. It is located in the third tier of counties in northeastern Iowa.

We are twenty-two miles from the Minnesota border. This is considered a farming community as well as a very religious one, as we have Catholic, Lutheran and Methodist churches. We also have two excellent schools, public and parochial, and one of the finest farmer coop associations in this part of the country.

We are also served by the main line of the Great Western railroad, which hauls more freight than any other line.

The town boasts one of the finest and most successful banks in northeast Iowa.

We also have four grocery stores, three cafes, two produce houses, two hardware stores, one general merchandise store, a dry cleaning establishment, five taverns, Eclipse Lumberyard, bowling alley, Purina Feed Store, a large creamery, a shoe store and repair shop, four filling stations, two barber shops, an excellent furniture store and mortuary, drug store-pharmacy, television store and repair, blacksmith shop, garage and sales agency, fender and body shop, implement shop, liquor store, Interstate Power and Light office, dial telephone system, two veterinarians and an excellent medical doctor.

We also have three federated clubs—Garden Club, Commercial and Sportsman's Club, and an advertising news sheet.



Main Street before 1954. In the foreground is the Elma Cooperative Creamery, next is the Cora McCarthy's Ladies Ware and Gifts in the small quonset type building, the barber shop of Clifford Stratton, the New Era office, the Tip Top Tavern, Leo Tonn Clothing Store, and Tuchek Tavern.



Main Street after the 1954 fire (the south side). In the foreground is the West Side Grocery owned by Dan Conway, Elma's theater called appropriately The Flame, Hopkins Hatchery, and VanVyve Shoe Store.



Main Street in the 1950's. On the left is the Elma Hospital with the blue Ford which Dr. Rainy (our new doctor at this time) drove. In the center is Hank's Cafe and on the corner was Peoples Savings Bank.



Busti Avenue 1956

Businesses located from right to left were—Hoines Drug Store, the Post Office, Heineman Barber Shop, Bluebird Tavern, M. D. Store, old bank building used as Elwood Law Office at one time, Dr. Longstreth's office, Interstate Power Co. office, and Elwood & Landholt Hardware on the corner.

Across the street was the Elma Public School's shop or vocational area located in the old bank, and Ma's and Pa's Cafe operated by Leo Tonn. He operated for a little over a year and leased the business to Frank Haskovec, Kranbeer, and last Jerry Conway. He once again took over and after a year sold the equipment and started a used-a-bit shop. This was closed just shortly before his death in 1975. The building was sold to Joe Ludwig, Jr., who has since resold it and it is now being dismantled. Next was the Elma Grocery, Gross Hardware, and the veterinarian's office. On the corner was the Elma Cleaners operated by Bill Finch who also had a laundry route. Darryl Wolfgram converted the building into a laundromat, later selling it to Band Box Cleaners. Tom Smith operated it for Band Box before later purchasing the property. He sold it to James Balk and it closed in 1985.

The Pattern of Elma—1986

The town of Elma boasts a population of seven hundred people and is considered a farming community as well as a religious one. We have Catholic, Lutheran, and Methodist churches.

We have an excellent elementary school through the sixth grade. We have one of the finest banks in north-east Iowa.

This town has a grocery store, two cafes, a hardware store, the Shoppette, three taverns, a lumber yard, bowling alley, feed store, two filling stations, two barber shops, a mortuary, welding shop, a body shop, liquor store, Interstate Power warehouse, two veterinarians, medical doctor, dentist, locker plant, post office, two beauty shops, plumbing and heating firm, electrical repair shop, two manufacturing firms, five insurance agencies, the C&H Farm Service and the Equity. As well as its own weekly newspaper, the Reminder.

We also have an Elma Development Corp., Elma Community Club, Sportsman's Club, as well as the Senior Citizens Club.

Elma Businesses—1986

Arnold's Body Shop
 Klobassa's Jack & Jill
 Peoples Savings Bank
 Kenny's Repair
 Dr. C. W. Rainy
 Don's Saddle Inn
 Wacha's Barber Shop
 Jerry's Plumbing, Heating, & Electric
 Elma Lockers
 A & L Hardware Industries, Inc.
 Zeimetz Service
 Elma Lumber Co.
 Whiting Insurance
 Hairport
 Bluebird Tavern
 Shoppette
 Stardust
 Mort's Amoco

Elma Veterinary Service
 Stapleton Insurance—Auctioneer
 Vern Murphy Tax Service
 Alibi Lanes
 Phil's Barber Shop
 Lentz Feed
 Del's Telephone Repair
 Swift's Buying Station
 John Lentz Insurance
 Howard County Equity
 Sharon's Hair Care
 Farmers Inn
 S&S Trailers
 J. R. Whitco Corp.
 Elma Reminder
 Knecht Electric
 Hayden Trucking
 Conway's Funeral Home
 Ed Novak Salvage
 Tom Miller Trucking
 Iowa State Liquor Store
 U.S. Post Office
 Jeff Ernst, DDS
 Colonial Manor of Elma
 Interstate Power Co.
 General Telephone Co.
 Elma Redi-Mix
 C&H Farm Service
 Tom Fitzgerald's Repair
 Elma Cablevision
 Russ O'Donnell Sand & Rock Hauling
 People's Insurance Agency
 Sunnyside Cafe
 Winona Monuments, Reuben Tuckek
 Gerry McGee, Auction Service
 Tom Smith, Equipment
 Bytesize Supplies
 John Wacha, Insurance
 Ed Beecher, Auctioneer-Real Estate
 Zeimetz Motors, Inc.



Early general store in Elma on Busti Avenue.