

LOOKING BACK AT THE PAST

1882

1982



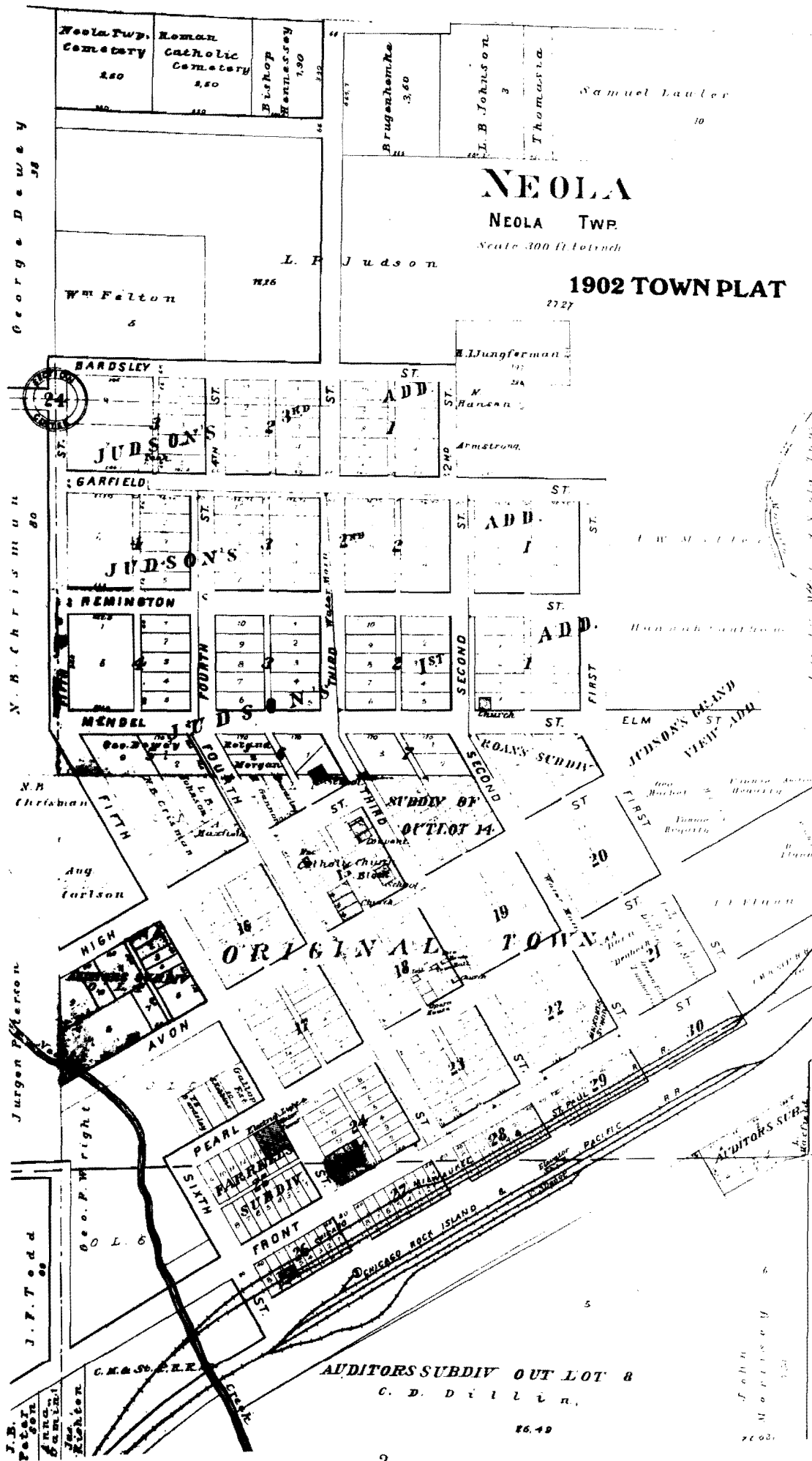
FIRMLY ROOTED
GROWING STRONGER EVERYDAY

STRIVING FOR THE FUTURE

Ann Flynn 4th building in town 1870 cA SALON P4
Note Pock P 18
Ring Bologna P 22
Jimmy Beer P 27
Wet 1st WIA } P 30
PERCC News }
Goies come + go P 32, 40, 45
Tornado June 3 1925 P 36

The Town of Neola Centennial History Book

Published August, 1982



PREFACE

Because of limitation of size, this book is a history of businesses in Neola plus public service organization activities. Additionally an effort has been made to include something of the way people lived at different periods of our history.

It is the product of several weeks intensive work. It is not as complete nor as error free as I would wish. Included as fact are only those items found in public records or in newspapers. If it was necessary to rely on memory, I endeavored to get at least two memories that co-incided. If not, the text indicates whose recollection the statement reflected. I have used legal description of the property involved at least once in the text, since some future history might depend on this for early facts.

No attempt has been made to include the history of either church or their auxiliary organizations. St. Patrick's Parish is publishing a history book in 1982 and the Presbyterian-Methodist church histories were recently done in 1980. Both of these would be more detailed than anything we could include here.

I want to thank Maureen Olsen and Judy Thielen of the Neola Gazette for their patience in furnishing their newspapers. I also used old newspapers belonging to Theonita Nelson and Marie Johnson. I appreciate the work done by Lois Kenealy on today's businesses.

In addition, I want to thank Paul Von Hebel, Vern Redinbaugh, Marie Johnson, Hilda Orme, Mary Burns, Ivan and Thelma Barrier and Max and Edna Barrier for letting me depend on their memories during the weeks I have been assembling this history. I am also grateful to Verna Hubbard for her research and for the use of her mother's material, Wayne Hammerand for gathering material from the State Historical Society and to Helen Frey for scanning old newspapers.

I hope you enjoy this despite its flaws.

Betty M. Baldwin

THE FIRST ONE HUNDRED YEARS

When Lewis and Clark met in council with Indians in July, 1804, on bluffs in Pottawattamie County, Indians had been in undisputed possession of this portion of the country since the end of the glacial age 10,000 years before. No one knows who these Indians were or where they came from since soil conditions locally are not conducive to preservation of campsites or burials and heavy farming eradicates surface clues.

The Indians Lewis and Clark met were Otoes and were not originally inhabitants of Iowa, but were pushed west into the area by the inexorable pressure of Eastern Indians dislodged from their lands by the white man. The Otoes, Iowas and Missouris had probably not been here longer than a century. Indians did not "own" land; they "utilized" it. They did not have permanent homes but traveled through their area using the game, berries and nuts at the right season, building temporary lodging at each stop.

The first settlers in this area were the traders. Manuel Lisa started a trading post at Florence, Nebraska, in 1811, following shortly thereafter by Peter Sarpy and Chouteau and Sublet. Francis Guitar, a former cook on a Chouteau boat, came to Miller's Hollow in 1824 and started a trading post, which would be Main and Broadway, Council Bluffs, today.

In 1838, the United States government removed the Pottawattamie Indians from the Platte Purchase in Missouri to Southwestern Iowa, with their headquarters in Pottawattamie County where Council Bluffs now stands.

They were accompanied by a number of agents, mechanics and other employees. In 1839 two companies of U. S. troops were landed and erected a block-house at Council Bluffs. At the same time two Catholic missionaries came to the area.

During their stay in the country, the Pottawattamie Indians had an encampment on what is now the Donald Ring farm, according to O. J. Pruitt. Another recorded encampment was at the Arrowhead Park location.

On June 5, 1846, the Indians sold their possessions to the U. S. government by treaty and removed to Kansas. This left the land open for the arrival of the Mormons the same year. For over four years, the entire county was in the possession of members of this faith and we have many citizens today whose ancestors, having disagreed with plural marriages or other belief, remained here or returned from Utah after a short stay.

In 1852 an order came from Brigham Young that it was time for all true believers to assemble in Utah. During all the spring and summer of 1852 the work of selling out and departing took place. It was a harvest for the "gentiles" as farms were sold for a few hundred dollars and claims bargained away for a wagon and two horses.

By the Land Act of 1855, public lands were patented to war veterans. The patent for the 80-acre tract on which most of Neola stands was in favor of John Jordan, private in Captain Davis' Company, South Carolina Militia, War of 1812, said having been assigned by John Jordan to Robert H. Ives. Ives deeded the 80 acres on November 18, 1868, to George F. Wright, subject to right of way of Chicago, Rock Island and Pacific Railroad Company 100 feet wide. The deed was notarized in Providence County, Rhode Island and evidently Mr. Ives was in the business of purchasing veteran patents and reselling them to developers. George F. Wright was a young lawyer who had come to Council Bluffs in 1866 and entered partnership with Caleb Baldwin, a well-known lawyer.

Mr. Wright pooled his resources with those of Benjamin F. Allen and all of the local abstracts begin with deeds from Wright and Allen. Allen subsequently became bankrupt in 1875 and long pages of proceedings therefrom appear on all of our early abstracts. At the time of bankruptcy Benjamin Allen lived in Des Moines.

The remaining portions of the town, such as Judson's Additions and C. D. Dillin's 80 acres south of the railroad lines were also veteran patents, but different veterans. However, the portion of Neola, such as Jerry Schierbrock's home, which lie in Minden Township, were railroad lands. By the same land act of 1855, the U. S. government deeded this to the State of Iowa, who in turn deeded it to the Mississippi and Missouri Railroad Company. When this railroad failed to come to fruition, they deeded the land to the Chicago, Rock Island and Pacific Railroad Company.

By this time the area was thinly populated by farmers, many of whom were Civil War veterans or immigrants from England. According to O. J. Pruitt in his "Indian Tales", "Within a few years after the Civil War, the last bear had been slain near Onawa and Cole Fischer had shot the last wild turkey on Potato Creek. One James Shannahan of Sandy Point had killed the last roving buffalo bull some 12 miles below Council Bluffs. About the only wild game left was the prairie chicken, rabbits, squirrels and occasionally a stray deer." Although Indians passed through the area as late as 1889, none lived here any longer.

In 1869 the Rock Island line went through and the Town of Neola was laid out. The first house was built by D. Little, about 1868, who kept a store in the building. In 1882 this property was owned by James Farrell and occupied by F. D. Butler. The second building was put up by Mr. Kuhl,

who was a harnessmaker. In 1882 it was owned by David Tostevin, the real estate agent. In this building the first school was taught in the winter of 1869-70 by Miss N. Webster. Mr. Norris then opened a blacksmith shop. The second term of school was taught in the loft of this building.

In 1870 Mr. Duncan erected a post office and Daniel Flynn built a saloon building. C. D. Dillin, who settled in Neola in 1873 operating as a grain dealer as well as selling coal and lumber, built a grain elevator in 1878. Earlier in the same year Charles Hamilton had built another grain elevator. Both had a capacity of approximately 10,000 bushels.

In 1872 on June 10th a petition was given to the County Board of Supervisors requesting that a new civil township composed of portions of York and Boomer Townships, be formed and be called Neola Township. This comprised all the territory now known as Neola and Minden Townships. Minden Township was split off in 1877. The petition was signed by H. G. Fisher, George Remington, Fielding Steele and seventy-eight other petitioners.

George Remington was the son of Zeri Remington, who settled in Neola Township by 1858. Zeri, a surveyor, arrived in Council Bluffs in 1854 by steamer from St. Joseph, Missouri, after coming from Pittsburgh via the Ohio and Missouri Rivers. George and his brother, W. E. Remington, were subsequently in business in Neola. W. E. was always called "Colonel". Col. Remington's son, Paul, married Catherine Stoker of Yorkshire in 1918 and Paul and Catherine's children still live in Omaha as does Catherine.

Fielding Steele and his wife, Jane, and son, Monroe Jackson Steele, came to Boomer Township before 1870 when the census was first taken. Monroe Jackson Steele married Mary Ann Fisher. Among their children were Fred Monroe Steele and Victor Hugo "Pete" Steele who lived in Neola and were in business here. Fred Steele married Alice Denson from Mississippi, having met her while away playing semi-pro baseball. They lived in Neola until September of 1941, when they moved to Jackson, Mississippi. Many of us remember their children: Jack, Katherine, Mack, Marion, Elizabeth and Marguerite.

Pete Steele married Clara Underwood. Both Pete, who died in 1956, and Clara, who died in 1963, are buried in the Neola Cemetery. They lived in the house now occupied by Russ and Penny Christensen, Lot 8, Block 25. Brother Fred lived in the house immediately behind, Lot 9, Block 25.

Facing the new township were the problems of schools, roads, bridges and other public improvements. In 1882 the County History states that Mosquito Creek was bridged by two bridges built of wood and iron and erected by the county; one located $\frac{1}{2}$ mile south of Neola and the other $1\frac{1}{2}$ miles from Neola. The second bridge stood near the residence of John Leonard, which today would be between the railroad tracks south of the Joseph Hubbard farm. The third bridge in the county was over Pigeon Creek on the section line of Section 8 and 17, which would be on the old George Ward farm.

Mosquito Creek was shallow enough to be forded in many places. In fact it caused sloughs and swamps in areas along its length, until it was dredged. Joe Hubbard says that the Hubbard farm southwest of Neola had a portion of it classified as "swamp lands". The public lands so classified were sold with the revenue therefrom going to specific benevolent uses. When the first paved highway was built in 1928-1929, the road from Neola to Underwood traversed areas previously uncrossed by roads. It necessitated a very high grade with deep borrow pits on either side of the highway. Even during the drought in the 30's, these borrow pits carried water of enough depth to stock with fish.

Before the government survey, early roads consisted of convenient trails from one farm to another or to settlements. After the survey, roads were built on section lines

upon petition of the interested parties. The first public road opened in the township was through the influence of G. W. Henderson and Zeri Remington. This road led from Section 5 to the Ballard State Road, which ran to Council Bluffs. In the 1882 County History, it states that east and west roads were very few and that the two principal north and south roads were known as the Henderson and Davenport roads. The Henderson road commenced in Section 1 and terminated at Eight Mile Grove in Norwalk Township.

The township in 1881 shows a total of six frame school buildings, employing 12 teachers, 8 males and 4 females, with an average compensation per month of \$34.16 for males and \$33.75 for females. In those days, women often taught the beginning and end of school years, when the older boys worked in the field, harvesting and planting. During the winter it was mandatory that men teach, since females often found it impossible to conduct school with pupils as old as they and much larger. Education continued to the age of 21. In 1882 there were 319 pupils enrolled in the country districts, with an average attendance of 79.

In 1880 the growth of the Town of Neola caused Philander Judson, who owned the 80 acres immediately north of Neola, to increase the town by an addition. The Judsons made three additions to the northern boundary, the last being in 1899.

The 1880-1881 Polk Directory carries the following for Neola:

"A village of about 300 inhabitants on the Chicago Rock Island and Pacific Railway in Pottawattamie County, 295 miles west of Davenport and 21 miles northeast of Council Bluffs. It has several religious societies and a public school. Ships grain and stock. Express, U. S. mail daily."

It lists the following business for 1880:

Charles Bowen, boots and shoes. Charles Bowen is later listed as a harness maker. In 1916 an A. C. Bowen still had a harness shop on Lot 2, Block 27, and it is a possibility that this was the location of the 1880 shop. If so, this would be today's Barrier Tire Company, south of Front Street. We do know Mr. Bowen lived on Lot 5, Block 4, Judson's First Addition in 1884. This is the house that the Bill Waters family lived in for many years.

W. Delahoyde, hotel proprietor. An 1877 mortgage signed by Margaret D. Delahoyde, wife of William W., shows that a two-story house stood on Lot 2, Block 23. A subsequent deed in the year 1881 to Marion O. Burgess, who is also listed as a hotel proprietor in 1882, would surely indicate this would be the location of the Delahoyde Hotel. The house would have stood just north of the present bank building in the driveway area. Both Delahoyde and Burgess took title in their wives' names, which seems to have been a common practice in those days, perhaps to avoid legal liability.

C. D. Dillin, lumber and grain. Mr. Dillin owned the land lying on the south side of the railroad tracks. His daughters, Nellie, Blanche, Mary Lois and Cora B. Watts, resided in the family home until modern times. The house is now owned by Walt Wellman. Mr. Dillin had built an elevator in 1878 and the town plat of 1885 shows an elevator on Lots 6 and 7 in Block 30, which would be approximately the location of the old blacksmith shop, except closer to the railroad tracks.

D. J. Farrell, general store. Dennis J. Farrell is listed as owner of Lot 1, Block 23 and eventually sold off empty lots that would be today's Ott's Barber Shop and Phil's Inn, retaining the corner 80' x 40'. This would be the bank building today and probably is where he had his store.

P. Foley, saloon. T. J. Foley owned Lot 3, Block 28, in 1880, reselling it in 1881. This would be a portion of the old Williams Hotel, and could be the location of the saloon.

J. A. Hamilton & Co., lumber. This is Verna Hubbard's grandfather, who was in business in Neola many years.

John Hanley, blacksmith.

Daniel Keleher, saloon. Daniel owned from 1879 to 1881, Lot 4, Block 28, which would be the west half of the old Williams Hotel.

I. N. Klinefelder, hotel propr. Isaac Klinefelder owned the hotel building located on Lots 14 and 15, Block 22, the present Senior Citizens Center.

C. R. Lynch and Company, general store. The store was located on the north five feet of Lot 3 and all of Lot 4, Block 23, now the City Hall.

H. Mendel, general store. Located on Lots 6, 7 and 8 in Block 29, where Schierbrocks is today. On October 24, 1874, Mendel purchased Lots 6 and 7 from Allen & Wright for \$125.00. On the same date, C. D. Dillin purchased Lot 8 for \$80.00. On January 29, 1875, C. D. Dillin deeded for \$100.00 the north 50 feet of Lot 8 to Mendel & Roane, Neola Grange Association. On May 1, 1876, John Roane used a special warranty deed to transfer his interest in this lot to Herman Mendel, except for shares held in Neola Grange Hall Association No. 1904. Roane family history is that Mendel and Roane operated the first store jointly and title would show that it could have been. The business is carried in Mendel's name alone by 1880, but the store had been in existence for several years by that time. Mr. Mendel's home was located in Block 20 and is John and Althea Sweeney's home now.

Remington Bro., clothing. G. N. and Col. built the building where Klay's Grocery is today on the corner of the west 40 feet of Lots 15 and 16, Block 23. This was a two story building with apartments above. The W. E. Remington home was just south of the Ed Cotter home on Lots 11 and 12, Block 18. G. N.'s home was Lot 13, Block 23, now the site of Neola Cafe.

Richard & Foller, hardware. Titleholder of Lot 3, Block 23, never appears in a business listing, but the property was transferred by Sheriff's Deed on April 22, 1886 to George Richard. Richard could have been occupying the premises for several years prior.

Rishton Bro., general store and grain. This business was founded in 1878. Thomas Rishton started a separate store in 1881. Bland Rishton continues with a general store until 1895. There was a Rishton store located on Lot 3, Block 29, just west of today's Jensen Mills.

C. S. Robbins, druggist. Charles S. Robbins continues as drugs, books and stationery through 1888. The shop was located on a 25 foot frontage described as the east 25 feet of Lots 15 and 16, Block 23, which would be where the present drug store is.

Schierbrock & Dillin, blacksmiths. The Schierbrock of this firm was Henry J. Schierbrock. He came to Neola in 1878 when he was 19, worked as a journeyman for 10 months and then started his own shop. He was 21 in 1880. His brother, William, who is Jerry Schierbrock's grandfather, must have come with Henry, since William took title to an empty lot west of the drugstore in December, 1878.

C. B. Stone, hardware.

B. Toller, blacksmith.

Caspar Vollmer, meat market.

Witt & Veith, hardware. Charles M. Witt, after working for a hardware firm in Chicago, came to Neola in 1879 and opened a hardware and furniture store, to which he later added farm implements. This was a double store part of Lot 4 and Lot 5, Mendels Subdivision of Block 22, occupying the area now the home of L. G. Mauer. Mr. Witt built and occupied a house on Lot 8, Block 22, now owned by Plant Designs.

In 1882 the Chicago, Milwaukee and St. Paul Railroad was completed. The large influx of population prompted the incorporation of the village. Neola was incorporated in that year with the following officers: John P. Organ, Mayor; Charles M. Crippen, Recorder; Dennis J. Farrell, Treasurer; R. M. Foote, Assessor; A. A. Davis and Wm. Sells, Marshal. The City Council was composed of Thomas

Rishton, Willis Downs, John W. Butler, C. D. Dillin, E. Reichart and R. T. Lovell. (Vera Hubbard notes that John Butler's wife was her first school teacher and that R. T. Lovell was a great friend of her father.)

The following businesses are listed in the 1882 County History:

Grain Dealers, C. D. Dillin and J. A. Hamilton.

Dealers in General Merchandise, H. Mendel, Bland Rishton, J. W. Butler, T. Rishton, Eggleston Bro., and Bradley & Burton.

Druggists, Mr. Van Ness, C. S. Robbins and B. A. McKay.

Hardware, Reichart Bro., C. M. Witt and C. B. Stone.

Clothing Stores, Remington Bro. and C. M. Crippen.

Stock Buyer: G. W. Rodgers.

Newspaper, Neola Tribune, E. P. Ivins, editor, founded by Z. Brown in 1880.

Hotels, Commercial S. Burgess, prop. and Neola House, McKinney, prop.

Bank, Neola Bank, Mr. Henry, Pres. and Mr. Lodge, Cashier.

Livery Stables, A. King and Downs & Sills.

Insurance Agents, H. L. McWilliams and Riley Clark.

Millinery Store, Mrs. F. M. Gallup.

Carpenters, Purcell & Rogers, Eli Vickery, Wm. Schierbrock and Mr. Fullagar.

Physicians, Dr. Barton, Dr. Van Ness, Dr. Harvey, Dr. Todd and Dr. Lawrence.

Attorneys, H. L. McWilliams and John P. Organ.

Postmaster, G. N. Remington.

A frame school was erected in 1881 with two and a half stories.

About 85 pupils were attending in 1882.

Already in existence were several societies. The I.O.O.F. was organized May 27, 1880. The Iowa Legion of Honor, Irwin Lodge, was organized in August, 1881. Agate Lodge, A. F. & A. M. was organized in March, 1882.

Neola at that time had two churches. The Catholic Church had recently laid the foundation for the current church building and looked to its new priest, Father Kempter, taking charge during the autumn of 1882. The Presbyterian Church had been organized March 14, 1880, and completed their church building in March, 1882, at a cost of \$1500.00.

Let us stop at this point. The township is organized, the town is here and the basic roads, churches, schools and businesses are all in place. Since 1848 there had been a constant flow from the Eastern United States, from England, Ireland, Germany and Canada, and from the west from families disenchanted with the Mormon style of life or returning from the California gold fields.

Some came to join relatives. For others a quirk of fate determined their future. G. W. Spencer came to Neola Township because his mother refused to continue on with the wagon train after another member of the train spanked her child. John Roane, while traveling east back to his home stopped to rest his horses at the Churchill farm. While waiting, Mr. Churchill offered him a job, so he stayed on -- for the rest of his life.

By 1882 many of the families of today were here in the area. In Neola Township there were G. J. Miller 1878, John and Frank Handbury 1867, Herman Pogge 1877, Thomas W. Spencer 1852, John N. Horn 1849, A. T. Hubbard 1882, James Killpack 1864, Charles B. Bardsley 1856, Paul McDonald 1882, Fide Floerchinger 1882, John D. Felton 1875, A. Ransom 1878, James Hadfield 1882, Lawrence Hunter 1873, Frank McDonald 1882, Dennis Minahan 1870, George Ward 1858.

In Minden Township there were George Dewey 1856, D. W. Gallaher 1875, Wm. Spears 1848, George Spears 1848, and Boomer Township Neils Jessen 1874, Isaac Sigler 1857, Wm. John Darrington 1872.

York Township had already been settled by M. Minahan 1870, Anton Fischer 1882, D. Flynn 1872, James Flynn 1868, A. Geise 1870, Henry Rishton 1850, and in Hardin Township were Patrick Rhyan 1871 and Edward Burns 1876. F. T. C. Johnson had settled in Norwalk Township in 1870.

Many of the early settlers that lived in Union or Washington Townships Harrison County, considered Neola their town, and prior to 1882 we have the Sweeneys, Frank and George Eckrich, George F. Newland, the Laffertys, the Finertys, the Graybills and the Stokers.

Other early settlers were William J. Cross, Richard Corrin, E. D. Dorn, W. White, Jno. Ostidiek, L. J. Ellithorpe, M. H. Hegarty, Wm. Cavanaugh and the Bowens.

Some of these early farmers had to break the native prairie sod. They arrived with only the essentials for living and often had to erect a temporary shelter until they could build a home. They had to cope with our disastrous Iowa weather enduring torrential downpours, blazing heat, drought, blizzards and thaws where the mud had no bottom. Somehow through it all they had to raise enough crop and livestock to see them through another year.

Let us now introduce you to some of the new businesses appearing between 1880 and 1882.

J. A. Hamilton now appears as a grain dealer. His elevator was located between the Rock Island and Milwaukee tracks in line with the east side of Block 28, which would be immediately behind John and Althea Sweeney's New York Life office.

The Z. Brown who founded the first newspaper was John P. Organ's father-in-law, Zenas Brown.

E. P. Ivins was 33 in 1882. He had been a drummer in the Civil War and then resumed his trade as a printer, coming to Neola July 1, 1881.

S. Burgess and his wife, Marian, purchased the hotel in Block 23 that the Delahoydes formerly operated.

The Neola Bank opened between 1880 and 1882. The bank building has always been on the same location, 80 feet west of the corner of Third and Front Streets on Lot 1, Block 23, the present Ott Milfs barber shop.

Emanuel Reichart and M. H. Hegarty operated their meat market from a building located on one-half of Lot 14, Block 22, which would now be the north portion of the Senior Citizens Center. At this time M. H. Hegarty and his wife, Fannie, made their home in a dwelling located on the property which is now the home of Korlys and Wendell Barrier.

Riley Clark, listed as an insurance agent in 1882, later became a prominent attorney. He built a home on Lot 16, Block 17, now the home of Opal and Harry Ring.

William Schierbrock appears as a carpenter this year. His final home was on Lot 1, Block 2, Judson's First Addition, now the home of Diane and Den Nelson.

Dr. Isaac T. Van Ness is listed both as physician and druggist. He came to Neola in 1881. At 18 he began clerking in a drugstore in Towanda, Pennsylvania, for a Dr. Porter, under whose direction he also read medicine for five years. He then went to Philadelphia and attended medical lectures at the Eclectic College, graduating in 1871. He was 36 when he came to Neola. His daughter, Helen Gertrude, later married T. A. Mitchell, who will appear later in listings. Dr. Van Ness's last home in Neola was located on the west half of the northeast quarter of Block 21. Yvonne and Bud Boyer live there now. Lawyers and doctors qualified for their professions at that time by "reading" under the direction of a practicing member of the profession.

G. W. Rodgers, stock buyer, located on his farm in April, 1975. Having lost his first wife, he married Amelia Ward, daughter of George and Martha Ward. In 1882 from March 1, to July 18, he shipped from Neola 1500 head of cattle and 5000 head of hogs. He owned at that time 1080 acres of inclosed land in one body, valued at \$25.00 an acre.

Dr. Levi W. Todd, physician and surgeon, graduated from Hahnemann Medical College, Chicago, and then located in Neola. He would have been 28 in 1882. He is not listed after 1882.

Will McDonald was appointed manager of the Neola Exchange Mill, which was opened in April of 1880. His home was on Lots 9 and 10, Block 16, known as either the Grace or the Schomer home, depending on the age of the reader.

The B. A. McKay drugstore was located in a 20 foot by 50 foot building on the north half of Lot 16, Block 22. Old-timers will remember this as Joe Strauss's harness shop.

C. M. Witt drops Veith from the business name and continues of for many years in business.

David Handbury purchased Lot 3 in Block 28 in March, 1881, from T. J. Foley. This must be the location of Handbury and Wills meat market.

Attorney Hugh L. McWilliams came to Neola in March, 1879, and formed a partnership with J. C. Chapman. He finished his study of the law in the office of Flickinger Bros. at Walnut and Council Bluffs and was admitted to the bar in 1878. In 1882 his office was located on the west 20 feet of Lot 1, Block 23, the west portion of today's Phil's Inn.

Although no saloons are listed in 1882, Lowrey McGrew was operating one in that year and had been doing so for some time. He had come to Neola in August of 1874 at age 43. He farmed for a time and then opened a saloon, the date not given. He married at Neola, Ida Norris, daughter of John W. Norris.

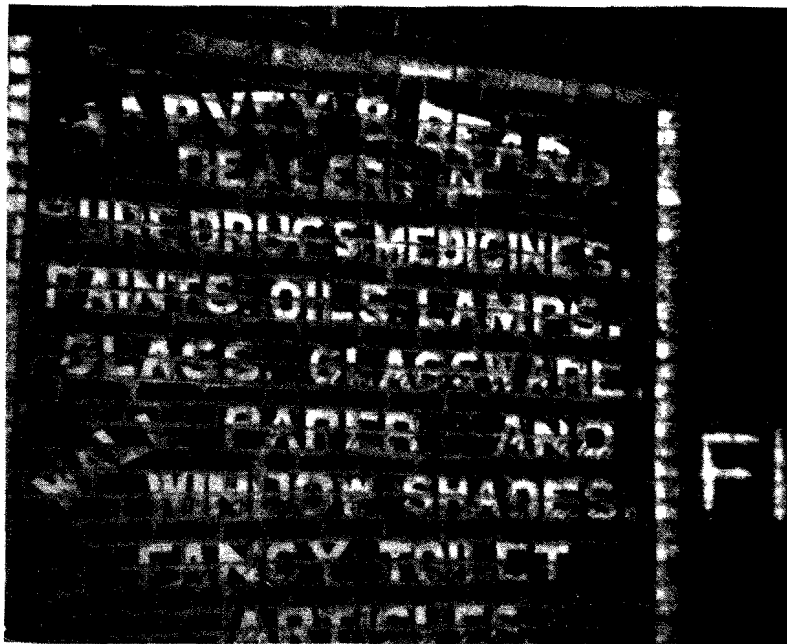
John W. Norris came to Neola in September, 1869, and operated as a huckster for one and a half years. He notes that he was the first "American" to locate in Neola. He then farmed 6 years and in December, 1878, returned to Neola and his former trade.

Another of his daughters, Emma, married Lowrey McGrew's brother, Simon, who farmed outside Neola since 1875.

Reichart Bro. is listed as a hardware store. After being discharged following the Civil War, Emanuel Reichart farmed near Council Bluffs until 1877, when he came to Neola and opened a general hardware and farm implement store under the name Reichart Bro. His brother, Samuel, was here in Neola and built a home on Lot 5, Block 3, Judson's First Addition in 1881. Samuel died in December, 1883. Listed in the inventory of his estate is an undivided 1/2 interest in a barbershop located on Lot 1, Block 28 (the New York Life office location) and a building occupied as a hardware store on Lot 2, Block 28 (the Blue Moon building today). So Reichart Bro. hardware store was located where the Blue Moon is today. I notice that F. M. Gallup served the legal notices to the heirs of Samuel Reichart. Mrs. F. M. Gallup is listed as a "milliner" in 1882.

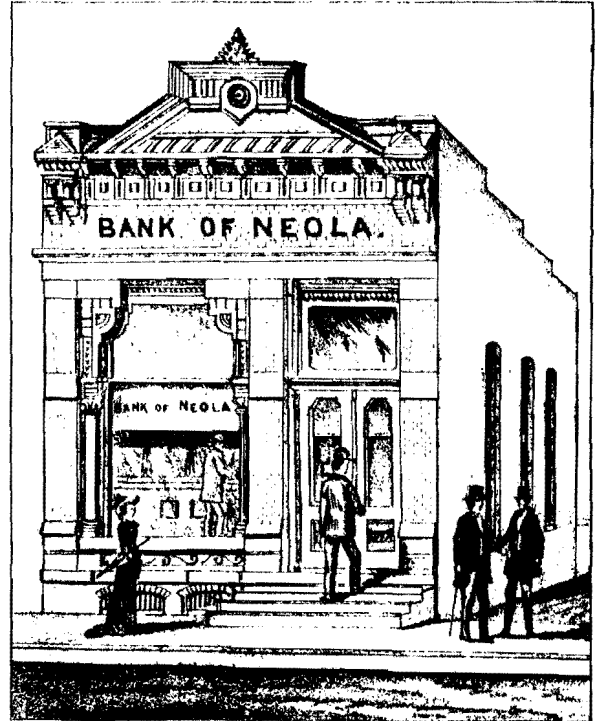
The Pottawattamie County Atlas listed Neola's population in 1880 as 286 and in 1884 as 638. It also lists the 1884 livestock population of 42 cattle, 73 horses, 6 mules and 19 swine. The assessed valuation of real estate was \$45,875.00 and personal property was \$38,671.00.

Houses were far apart in those days and all had housing for livestock. Families had horses for transportation and sometimes only mules could pull through the heavy mud. Most everyone kept their own cow, which meant no milk bills and you got your lawn mowed too. A few chickens were necessary for eggs and an occasional Sunday dinner. Everyone planted a large garden and had fruit trees. There were no cans of vegetables and fruits in the store, so everyone canned their own. It took a considerable property to maintain a family. Even as late as 1925 an assessment map shows outbuildings for every home consisting of stables, barns and woodsheds. Many of them were converted to garages.



1884 Harvey & Beard Sign

1885 - Bank of Neola, Lodge & Henry, Proprietors



1885 - Res. of L. Lodge, Cashier, Bank of Neola, Iowa.
Now the home of Barbara Doyle

The 1884-1885 listing for businesses shows many additions. Some were for services not previously listed such as: Miss Edee Alchin, school teacher; Miss Nellie Alchin, music teacher; Mrs. J. A. Hamilton, music teacher; J. E. Hemsworth, constable; Edward B. Higgins, justice of the peace; Miss Agnes Lawrence, dressmaker; Rev. J. J. Moran; Neola Cornet Band; E. Slade, photographer; Miss E. E. Towsley, school teacher and the Rev. H. L. Wissler.

It also lists George Simons, painter. In the 1960's George Simon grew fairly famous as a primitive painter. He apparently had painted the canvas curtain for the Opera House, but, alas, it was long gone.

Other businesses listed are:

John Bardsley, groceries and dry goods. John was the son of Thomas and Betty Bardsley, who had farmed in Neola Township since 1854. His store was located on Lot 5, Block 29, which would be at the east end of Schierbrocks.

Don Cramer, Agent, I. T. Spangler & Co., grain. This business occupied the premises previously housing the law office of H. L. McWilliams, Lot 1, Block 23.

Austin and Flemings, Mrs. Austin and Miss Kate Fleming, dressmakers. Mrs. Austin lived in the only house built at that time in Out Lot 12, which would be up the street from Shirley and Leo Masker, perhaps the home now of Francis Brich. There were no ladies' ready-to-wear garments at this time. Women's clothing was either sewn at home or by a professional dressmaker.

Albert Dorn, livery, located on Lot 15, Block 19, now Colpitt's home. After this year Mr. Dorn was a livestock buyer and continued on here until his death in 1929. His home was located on the NW¹/₄ of Block 21, now occupied by Marvin Ring.

David H. Fisk, blacksmith.

J. Wm. Fry, railroad and express agent.

Hain and Williams, Robert Hain and Irving Williams, meat.

Joseph A. Hamilton is still listed for grain and coal, but also is now proprietor of the Union Hotel. This is the first appearance for this hotel, located on Lots 1 and 2, Block 24, lately the premises of Nelson Feed.

Harvey & Beard, Samuel N. Harvey and Jerome C. Beard, drugs and news. Samuel Harvey was a doctor. His home was across the tracks where Janet McConnell now lives. Everyone in town knows that Harvey & Beard occupied the Nyquist bakery building in Lot 16, Block 23, now a vacant lot. The original sidewall sign was uncovered a few years ago when the building next to it was torn down.

M. H. Hegarty, livestock. Previous listing was co-owner of a meat market. Mr. Hegarty lived and worked here in Neola until his death in the '20's.

James Howe, barber.

Henry T. Irwin, publisher, Neola Reporter. Same paper, but a change of publisher and of name.

Joseph B. Jacoby, boots and shoes. Mr. Jacoby's store was on the southwest corner of Lot 16, Block 22, now a vacant lot west of Art Duhachek's garage. His home was on Lot 1, Mendel's Subd. of Lots 1, 2, and 3, Block 22, where the Herman Kuper house now stands. He also had the Neola Cornet Band. The Jacobys lived here and operated the store until the early 1920's.

J. B. Kelley, brick manufacturer. Mr. Kelley lived in Jerry Schierbrock's house at the head of east Pearl Street and owned some farmland behind it, including some across the railroad tracks and across the creek. The brick kiln was south and east of the bluff on which the house sits and was slightly north of Walt Manhart's house.

John McCarthy, shoemaker.

McDonald and Smith, Thomas McDonald and James Smith, grocers. Store location was Lot 2, Block 23, now the bank driveway.

McWilliams Bros., Frank and James, general store.

James Morgan, general store. The store was located on Lots 5, 6, and 7, Block 24, south of today's Dan's Delight. His home was on Lots 1 and 2, Block 17, which the reader will know as the Ralph Hall or T. J. Frey home, depending on the age of the reader. James's live there now.

John O'Connor, propr. O'Connor House. The O'Connor House was located on Lot 4, Block 28, the west portion of the later Williams Hotel.

Michael O'Connor, saloon. He is John O'Connor's brother and the father of Loretto Burns, who is living in Neola today. Soon he will open a store that was in existence until the early 1930's.

Edward Pattee, meats. Mr. Pattee owned an acreage east of Neola, just north of J. B. Kelley's land. His meat market was located on Lot 3, Block 29, west of where Jensen Mills is today. Mr. Pattee and his wife, Alma, lived in the southeast quarter of Block 21, which was later the G. G. Musselman home, now torn down and the location of Bud Boyer's body shop.

Remington & Eastland, books and stationery. We have already met George N. Remington in business with his brother Col. He has started a new partnership with Fred Eastland.

Frank Robbins, physician.

Samuel T. Robinson, railroad agent. By 1885 there were two depots in town, one for each railroad line. The Rock Island was in line with the alley between Phil's Inn and Crowley's Drugs on the further railroad track. The Milwaukee was west two blocks at the rear of Block 26. When the Milwaukee line came through they had to buy 50 to 100 feet rights-of-way from landowners, so the Milwaukee really ran through these blocks.

Michael Siepel, restaurant. Located on Lot 16, Block 23, now Von Hebel's.

Stewart Bros., Eva M. and Francis M., grocers. These were the children of Ellen Stewart who owned a building on the south half of Lot 16, Block 22, west of Art Duhachek's garage. Mrs. Stewart's eldest daughter, Mary, was married to M. Minahan. She had owned this building since 1879 and may have been renting it out. However, the business directories are very incomplete and the grocery store could have been operating there some or all of the time.

The 1884 city plat shows a law office on the Farmers and Merchants State Bank corner. This could be the location Hugh McWilliams moved to. Delahoyde's Hotel, which was on the next lot north, is missing completely and the lot is vacant. A large clothing house stood where Donovan's station is now, and I am tempted to identify this as the location of the C. M. Crippen store listed in the 1882 directory. There is a livery stable at Dan's Delight and it would be in business until almost 1920. City Hall is shown as a large double building where the Opera House, Armory building would be later. The Reporter office is shown across the street from the present newspaper office. John P. Organ's law office is at the rear of Lot 1, Block 28, fronting on Third Street. This would be the back of today's New York Life office.

A noticeable drop occurs in real estate prices on Lots 2 and 4, Block 23, which would be just north of today's bank corner through City Hall. Lot 2 was purchased on October 11, 1881, for \$2100.00, indicating a building, the Delahoyde Hotel, still existed, and sold on November 20, 1882, for \$500.00. Lot 4 was purchased on April 27, 1882 for \$2000.00, again indicating a building, and sold for \$800.00 on May 15, 1883, which \$800.00 included other property. Lot 1, the bank corner, did not change ownership and Lot 3 was abandoned and sold by Sheriff's Deed in 1886. It would appear that a catastrophe happened between April 27, 1882 and November 20, 1882, to destroy the existing buildings, probably a fire.

Newspapers played a wider role than now. There were no radios or television and although city dailies could be subscribed to, farm families did not get daily mail. So the country weekly served the purpose. The inside of the paper carried national and state news, along with advice columns and an occasional piece of fiction. But the front and back pages--that was where the world was. These were an incredible mixture of ads, information, humor and sometimes just plain gossip.

Here is a sample from the front page of the June 10, 1885, Reporter.

"Marshal Sells has been doing some much needed work on Fourth Street and now it is one of the finest streets in town. The Central Meat Market will change hands Saturday. My property in Neola is for sale and must be disposed of within the next sixty days. A rare bargain. R. T. Lovell. The vicinity was visited by a very severe storm Friday evening. D. J. Farrell has built a new barn and is otherwise improving his residence property. A couple of our citizens had a little "scrap" this morning. No one hurt. Died, in Neola, on Monday June 15, 1885, of malarial fever, Etta, daughter of Mr. and Mrs. R. S. Haines, aged 9 years, 7 months and 15 days. She was the pride of her parents and an especial favorite among her schoolmates. The remains were taken to Defiance, Tuesday morning for burial. Harry Hunger, of the Nonpareil and C. Maynard, of the Globe, were in town Saturday. They escaped without getting anything around their necks. Oliver, the 16 year old son of W. T. Smith, died Wednesday of inflammatory rheumatism. He was buried in the Neola Cemetery Thursday afternoon. It is currently reported on the street that G. C. Sexton has deserted Neola and his family and gone off with a young girl of this place. It is also said that he left his wife in a very bad way financially. Judson's meadow adjoining town can be rented for pasture.--J. P. Organ. The city building is already enclosed. Miss Edith Alchin was at the Bluffs Tuesday."

Because mail delivery was much more difficult, there were many post offices in the county that have since disappeared. Boomer Township had Reels and Beebe Town. Hardin Township had Snapp, Quick and Armour. Later Boomer Township had a post office named French, probably from the name of the owner of the land upon which it was located, and still later one named Pigeon, no doubt for Pigeon Creek. Mail was taken to these points for rural families to pick up. They were discontinued when rural mail delivery was started.

In 1886, the Farmers and Merchants State Bank was founded by C. R. Hannan and T. G. Turner in premises owned by D. J. Farrell on the present bank corner. Evidently the two story brick building was already up, as the premises sold for \$5,000.00 in 1889 when Wm. G. Butler bought the building, a considerable sum in those days.

In October, 1886, Neola citizens voted on an ordinance to establish a city water system. In the next year an ordinance to issue \$3,000.00 in bonds was passed, and in that year \$2,000.00 in bonds were sold and the first waterworks installed in 1887.

The fire department was also established in 1887 with Riley Clark as the first Fire Chief.

The 1887 Iowa Gazetteer listing reads "Neola, Pottawattamie County, on the C. R. I. & P. and C. M. & St. P. Rys., 20 miles northeast of Council Bluffs. It contains a feed mill and a bank and 2 weekly papers, the Reporter and the News, are published. Telephone connection. U. S. Exp., W. U. Tel., Population 800, S. N. Harvey, Postmaster."

New businesses added in 1887 were:

J. H. Lowrey, physician. Dr. Lowrey stayed in Neola until his death. His final location was Lot 13, Block 22, now Lillian Beebe's home.

McDonald Bro., grocers and dry goods. The brothers were J. W. and Thomas T. McDonald and the store location was Lot 2, Block 23, now the bank driveway.

Pogge & O'Connor, saloon.

Green Bay Lumber Co., lumber and coal. The first appearance of this long time business. They were located in the southwest portion of Block 21, now the Freese Apartments. Reese Gabriel & Co., lumber and coal. The first appearance of this firm also. They too stayed for many years, until purchased by Stokely Yards, Inc.

Van Ness & Stillion, druggists. Stillion has been added, but does not stay.

Watts & Rustin, bankers. The first and only listing for this firm, but both went on to other businesses here, particularly Watts who joined the Neola State Bank.

The March 2, 1888, Neola Reporter announced a new firm in town, Mendel and Rustin, who paid the highest price for corn delivered in Neola.

In local news items are: "Hank Jungferman now pulls the ribbons over a fine team of bays. Rev. Schiffmacher has purchased the Rishton property on Fourth Street. James Hegarty has moved into the Goodwater's residence, the latter having moved onto a farm south of Minden. The Methodist meetings were closed on Wednesday evening. Several new members were secured. Now remember your taxes. They were due first Monday in January and will be delinquent March 31st. School election for this district occurs one week from Monday. A. Fischer was a Bluffs visitor Thursday. Bob Hain and Wm. Witt left for Chicago Tuesday evening with stock. Supper 25¢ at the festival and will be ready at 6 o'clock. Oysters extra. Considerable money has already been raised to build a new Methodist Church in Neola. Yesterday was general moving day among farm renters. They chose a wet day for it. We omitted the arrival last week of Mrs. James Morgan's mother, sister and brother, who will probably make this place their future home. The machinery is in place in the new Rock Island elevator and everything is in working order. Squire Campbell now has the honor of presiding over one of the finest elevators ever erected. James Morgan has bought the Schwartz property. It will be occupied by Mrs. Cotter and family. Mr. Turner is on the sick list. Tim Foley left for his home in Nebraska Thursday morning. All persons owing Corbett & Flynn will please leave the amount at the Bank of Neola within the next ten days." The Mrs. Cotter was Mrs. James Morgan's mother; the Schwartz property would be the home of Elva Velder today.

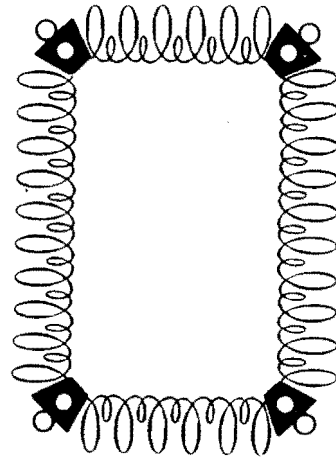
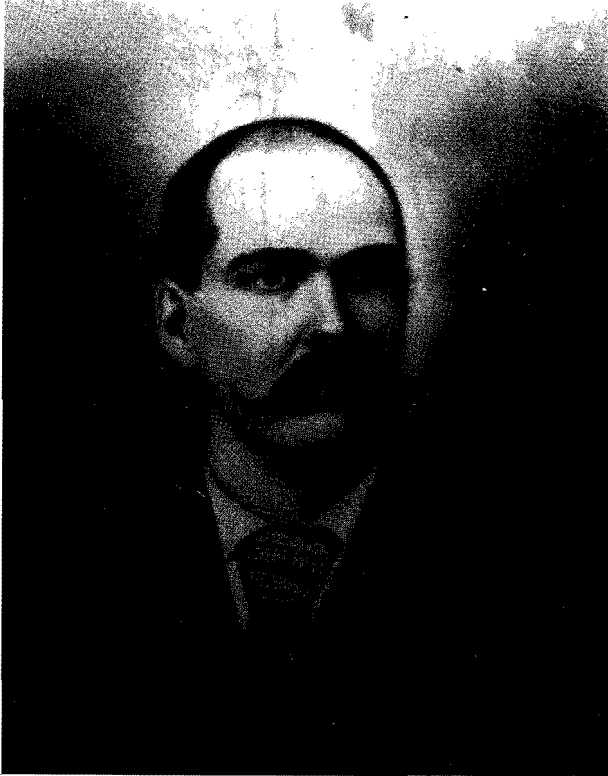
Forty years after publication, a copy of the August 23, 1889, Neola Reporter was found by Mr. and Mrs. R. W. Hain while packing to move to Omaha. Local news items were: "L. P. Judson, of Council Bluffs, was in town today. John Butler is in the Bank of Neola during Mr. Watts' absence. J. P. Maxfield, one of Norwalk's prosperous farmers, left some apples and crab apples at our office last Saturday, which were as large and as fine as we have ever seen. Thanks. On Saturday evening, August 17th, Mr. Bland Rishton and Miss Julia McDermitt, of Council Bluffs, were married at St. Paul's Church - - -"

Under County News, we found: "From Stony Point, by Eavesdropper. Mr. Ellis has finished shelling his last year's crop of corn this week. Frank Eckra (should be Eckrich) has been making some improvements on his premises. George Newland came out ahead at the debate last Sunday."

The market report carried steers from \$3.00 to \$3.50, butchers \$1.50 to \$2.25, hogs \$3.70 to \$3.75, wheat 25¢ to 75¢, ear corn 23¢, shelled corn 23¢, butter 10¢, eggs 9¢, and chickens per dozen \$1.50 to \$2.50.

Ads appeared by Bank of Neola, J. B. Jacoby, H. Mendel, J. E. Cooper Blacksmith and Wagon Shop, I. H. Booth Attorney at Law, E. Fullagar Contractor and Builder, Chris T. Brughenpke Contractor and Builder, Wm. Schierbrock Contractor, Soren Hansen Plasterer and Stone Mason, C. M. Witt, and Farmers and Merchants Bank, who also offered steamship bookings.

1887 Riley Clark, First Fire Chief



1894 Front Street, north side. At extreme left you can see just the corner of the Remington Bros. corner store. At the east end of the street are the business buildings between Second and Third Streets.

The Central House advertised it was newly refurbished. C. M. Crippen declared himself to be a dealer in clothing, boots, shoes and gents furnishing goods. Today's businessmen might consider using notices like these: "All persons knowing themselves indebted to Eastwood & Hundley will please call and settle as they are in need of money." and more firmly "Mintburn & Dillin must have a settlement at once with all parties who are owing them."

The front page headline story was "A SHOOTING AFFRAY", with a sub-head "The Following Is The Particulars of The Tragedy That Occurred in Neola Last Monday Night." Our town was thrown into great excitement Tuesday morning by the report that E. E. Palmer had been shot by Rev. D. M. Helmick. The facts of the case, as near as can be gathered, are as follows:

"On the evening in question, Rev. Helmick was called into the country to perform a marriage ceremony and on his return home, between 9 and 10 o'clock, as he rode up the alley to within a few feet of the stable he noticed a man standing in the door of the stable. He halted his horse at a distance of about five feet from the stable and asked the man what he was doing there and ordered him away. The man made no reply but threw what proved to be an egg, striking Mr. Helmick on the shoulder. Thereupon, Mr. Helmick drew a revolver and fired, the bullet entering the man's abdomen and causing what has proved to be a fatal wound. When the shot was fired, Mr. Helmick's horse became frightened and dashed up the alley but was stopped as soon as possible; by the time Mr. Helmick got back to the barn some of his near neighbors had arrived on the ground being attracted there by the report of the shot; a thorough search was made but no one could be found. Mr. Helmick went at once to a meeting where he was informed that he had shot Mr. Palmer. Dr. S. N. Harvey brought the information.

"On Saturday evening (prior to this event) he, Mr. Helmick, was assailed in his own dooryard by unknown parties and Sunday he was warned by a friend that an attack was to be made on him and he was given a revolver to protect himself."

Then follows an account of the reasons for the shooting. Allegedly it had to do with Palmer's recent marriage and the pastor's efforts to break off the match, presumably at the request of Palmer's family in Illinois.

J. C. Waterman was county coroner at the time and called a jury composed of H. Mendel, foreman, T. G. Turner and C. M. Crippen. Witnesses, in the order of their appearance were Lew Graver, Joe Graver, David Cunningham, Dr. S. N. Harvey, Dr. J. H. Lowrey and David Oliver. The jury brought in a verdict that "the deceased met with his death from a bullet shot from a revolver held in the hands of D. L. Helmick while defending himself against an attack made upon him at night time by persons unknown to him, of whom the deceased was one."

There was a subsequent hearing the following Thursday before Justice Campbell. County Attorney John P. Organ appeared as prosecutor. Attorneys for the defense were Jacob Sims and I. H. Booth. Witnesses at the hearing were the two Graver boys, Cunningham, Oliver, James Hardman, William Sells, Dr. Harvey, Dr. Lowrey, W. H. Butler and Helmick, the defendant.

The court bound the defendant over to the grand jury with bail being fixed at \$5000.00 "which was promptly furnished by some of the best citizens of this section."

Also appearing on the front page are the funeral notice of Earl Palmer, a resolution of respect from the Neola Fire Department of which Palmer was a member and a card of thanks from the young widow.

Vera Hubbard notes that she was not quite seven years old when this happened, "but Rev. Helmick lived across the street from us and his daughter, Grace, and I were quite constant playmates -- and I still remember something of this tragedy."

Tradition has it that Rev. Helmick's house was Lot 1, Aud. Subd. of Out Lot 14, which would be Charles Nupp's property today. Vera Hubbard at that time lived in the only house in the block south of the Presbyterian Church, so legend may be right. Incidentally, the house in which Vera lived was moved to Out Lot 4, on the west edge of town beside the creek, and was later the home of both Irene Stinn and Verna and Albert Ring.

Tradition also has it that Neola had five saloons at one time. We have seen very little evidence of more than one or two. However, the building owners seldom operated the saloons. We can find two or three more on the evidence of legal actions taken against the owner and operator. On June 167, 1888, a decree was handed down in a suit brought by D. M. Helmick versus August Rudigar and E. Reichart enjoining the defendants "from keeping and maintaining the certain frame building set on a part of Lot 16, or any place thereof, as a place for the sale or keeping of intoxicating liquors in violation of law, and by closing said building and keeping it closed for a period of one year."

The building, which is now Von Hebels, had been acquired in 1885 by E. Reichart. D. M. Helmick was the M. E. minister.

Again on August 28, 1889, was a decree in A. Overton versus Mike Siepel at the same location. You will note that Michael Siepel was listed as "restaurant" in the directory.

On August 28, 1889, a decree was handed down in a case brought by A. Overton versus Warren Flick, Linder, A. C. Sullivan and James Gardner enjoining them from further keeping Lot 3, Block 28, as a place for the sale of intoxicating liquors. John Linder was the titleholder of the building, which was just east of the O'Connor Hotel.

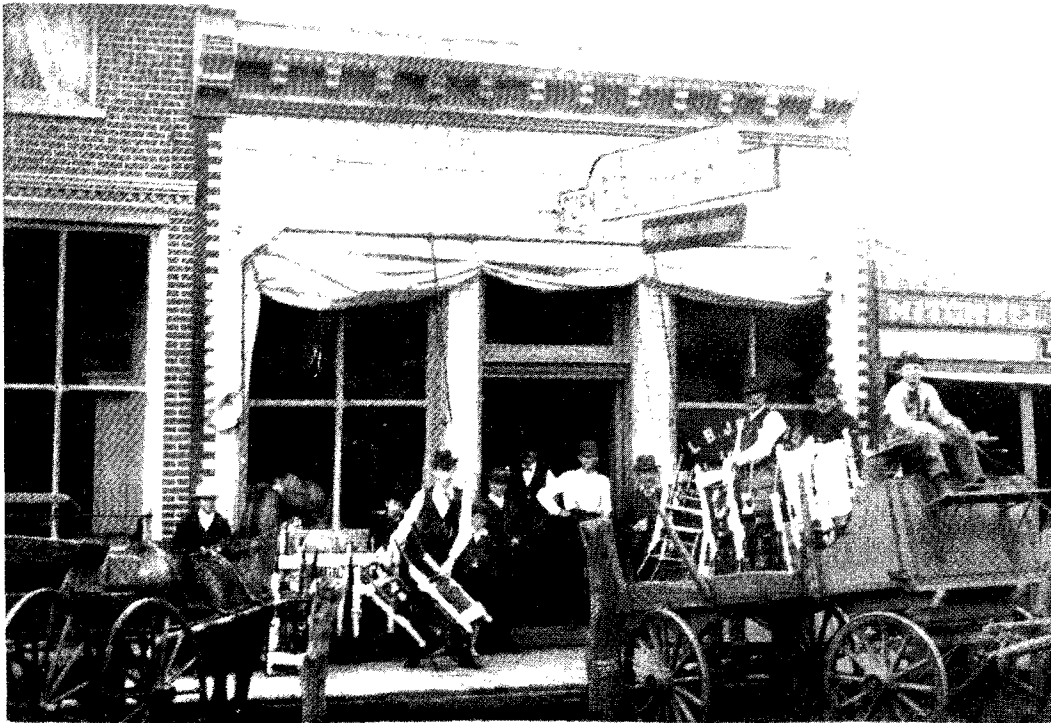
Later in 1892 another decree was handed down in Etta Henning versus John Linder, John O'Connor and Norman Curtis on the same location and they are enjoined permanently and perpetually from "maintaining said premises as a nuisance and from selling intoxicating liquors," etc.

Much later, after the property was sold by Ellen Stewart, a decree was handed down June 5, 1909, enjoining W. C. "William" Davis and Michael Hobbins to cease sale and keeping of intoxicating liquors. This was presumably the location of the Red Onion Saloon on the northeast corner of Front and Third Streets.

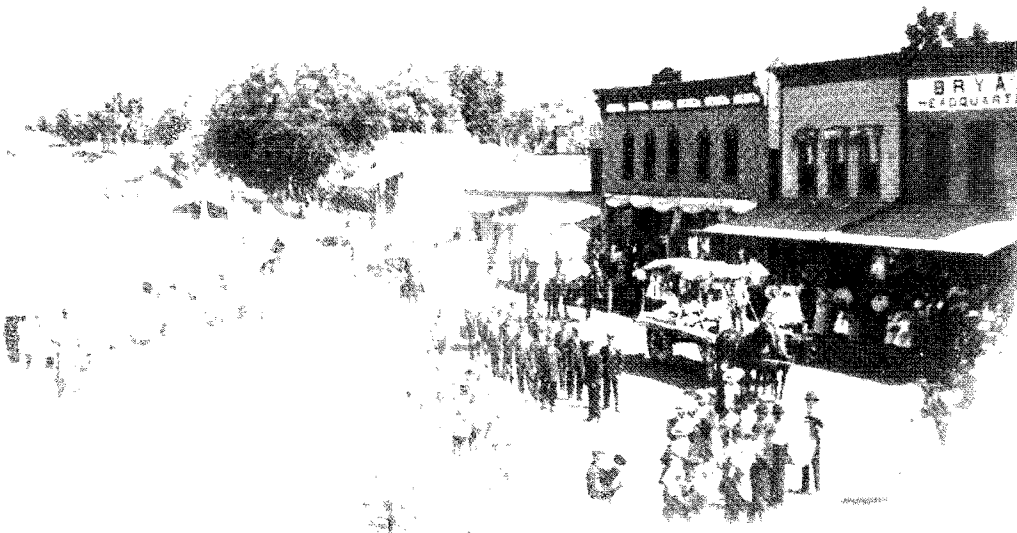
In the November 28, 1890, Neola Reporter, the following ads and news items appeared: In November, T. S. Campbell was elected County Clerk. As a result I. T. Spangler and Company of which he was a partner dissolved its business. I. H. Booth disposed of his law firm in November to Burke and Henry of Council Bluffs, who said they would maintain offices in both cities. Mr. Booth moved to Sioux City. Jas. Frankline was operating the Neola Mill. George Downs offered for sale White sewing machines and watches, clocks and jewelry. J. G. Bardsley purchased a large ad announcing that on and after December 1, 1890, he would sell strictly for cash.

Wm. Spears and Mary E. Butler both warned hunters they would not tolerate hunting on their premises. J. P. Reichart was in Omaha on Monday purchasing a marble top for the counter in his meat market. Frank Gardner sold his stock of drugs to Dr. Van Ness and moved his other goods into the Remington building east of Mendel's store. Steers were \$3.50 to \$4.00, Butchers \$1.85 to \$2.00, hogs \$3.00 to \$3.40, old corn 40¢, and new corn 43¢.

The September 2, 1892, Neola Reporter informs that Will McDonald has sold his share of the store to his partner, Mr. Smith, and in October intends to move to Arizona where he will make his home. W. R. Rowland, principal, announces that school will start September 5th. The post office lists unclaimed mail for the month ending July 30th. A. T. Hubbard offered for sale a part of the Daniel Dull farm in Norwalk Township. James Hunter listed several farms for sale ranging in price from \$27.50 for 480 acres to 80 acres at \$42.50. Grover Cleveland is candidate for President of the United States.



1894 L. B. Johnson's first store, later Gayman's, McLyman's and Greenlee's Meat Markets. Mr. Johnson is in the center wearing a white shirt. To his left is Wm. McGuire who helped L. B. Johnson out from time to time. Notice the tree limb hitching posts. At far left is McDonald Bros. store. To the right is the small building that would later be Anton Goeser's shop.



1894 Third Street looking north. The hotel, the 3rd building on the right does not have its annex yet. Lillian Beebe's house and the township hall are directly on the sidewalk. You can barely see the small store building left of the hotel. L. B. Johnson's store sign is visible on the left. Notice how narrow Second Street is from the Pearl Street intersection north.

The Neola Market Report shows corn 32¢, oats 23¢, cattle \$1.00 to \$4.00, and hogs \$4.00 to \$4.50. Hermesen and Looby's offer campaign caps for sale. Readers are warned of an Asiatic cholera epidemic in Europe.

One news item is "Mr. and Mrs. John McDonald buried their little four year old child Monday. The little one had been in great suffering for more than a year and was only released by death Sunday morning---"

And "Died--Of Cholera Infantum, August 25, 1892, at 2:00 P. M., Fern, the only son of Mr. and Mrs. Everett Duffee, aged 8 months and 11 days. The little one was one of earth's brightest flowers, and by the hand of the great Garner above is transplanted in a fairer clime to flourish in immortal bloom--"

And "Obituary: Died--Erick Peterson, Sunday morning of Typhoid Fever, after intense suffering of about two weeks--"

Death in violent forms occurred more often in those days before specific medications. An accident or simple surgery could bring death that would not occur today. Pneumonia and tuberculosis of the lungs, which they called consumption, were dreaded killers, much as cancer and heart disease are now.

Highlights from the Neola Reporter for 1894: "M. Minahan sells his grocery to M. O'Connor, 1-9. J. G. Bardsley and W. B. Roland, Supt. of Schools, are admitted to the bar, 1-17. The temperature is 26 degrees below zero, 1-24. Farmers and Merchants State Bank becomes an all-home institution, 1-31. New street lamps are erected by the council, 2-2. Mrs. Mary Brandenburger buys the A. J. Porter residence and business property, 3-6. The Neola Post Office is made a presidential office, 3-9. George H. Wheeler is re-elected Chief of the Fire Department, 3-14. John Buchanan, Sr. dies after a lingering illness, 3-20. Fifty conversions during the M. E. revival, 3-28. Ed Cotter accepts a position as Asst. Cashier at Farmers and Merchants State Bank, 4-2. Fire badly damages both cemeteries, 4-5. Kelly's Army makes its appearance in Neola for a brief stay and is warmly welcomed, 4-22. Trains stopped running for a few days because of Kelly's Army, 4-25. A. T. Barnes puts in a new brick machine with a capacity of 4,000 bricks per day, 4-25. City council buys six additional street lamps, 5-1. A heavy frost kills all the fruit, 5-13. W. W. Mott builds a half mile race track, 5-21. Henry Watkins commences a new residence in South Neola, 5-30. Anton Goeser purchases the Neola Photo rooms, 6-6. Rev. H. S. Condit selected to fill the Presbyterian pulpit, 6-11. Neola visited by the most terrific storm in its history, 6-20. City council orders 2000 more feet of water mains put in, 7-3. Neola celebrates the glorious Fourth in great shape, 7-4. W. H. Maxfield, an old citizen, dies after a week's illness, 7-23. A horse belonging to Thomas Fenlon killed in a runaway, 7-26. The great relay bicycle race passes thru here 26 hours ahead of time, 8-17. Col. Remington, George Downs, J. S. Hermesen and Dr. Lowrey leave for an extended hunting trip in Nebraska and the Dakotas, 8-28. Neola Ball Club winds up the season with 16 victories and 4 defeats, 10-2. Gov. McKinley of Ohio passes thru here in a special railroad car and delivers a speech to a large crowd at the depot, 10-5. First snow of the season, 10-29. Attempt made to wreck the Milwaukee Flyer at Underwood, 12-15.

The following ad appeared headed "TRADE - TRADE" "During the hard times we will trade you goods for nearly everything. So bring in your old iron, rags, furs, hides, etc. Many things that go to waste have a money value. Potta. County Mercantile Assn."

The wide range of temperature and weather conditions sounds just like 1982. The Watkins house being built in South Neola would be the Ellis Driver home, now owned by Gerald Jones.

In 1892, Lot 3, Block 23, had been purchased by W. D. Ackerman. He called his business the Neola Photo Room. The pictures of the Kelly's Army parade are a product of his shop. Mr. Goeser purchased the business from him and continued on until the 1940's.

Due to severe economic conditions in 1894, groups of the unemployed throughout the United States began a march on Washington. Although General Coxey's Army of the Commonwealth, from Ohio, was the only group to reach Washington, one of the largest contingents to set forth was General Kelly's Army from San Francisco. They rode by train to Omaha, with special arrangements on the part of the railroad companies, and set out across the plains on horse and foot. Traveling with the group were Jack London, of later literary fame, and Lawrence G. Merrill, who became editor of the Neola Gazette-Reporter. Vera Hamilton Hubbard was in the group welcoming the marchers to Neola and the following is a poem she wrote regarding the stop here at Neola:

*So the Editor came through with Kelly's Army!
What a bubbling spring of mem'ry that ferments;
Of boys and girls from school lined 'long the roadway,
Badges - "Neola Militia" - on their proud chests
And I was one of those excited youngsters,
I doubt I've felt quite so important since.
Our youthful hearts were thrilled by "General" Kelly
On his black charger - and by his pale handsomeness.*

*Butler's Grove was all alive with bustle
Of preparation for the marchers' camp,
And generous food was furnished by the village
In sympathy for the cause of this great rank
and file of soiled and weary plodders.
Though what that cause was now escapes my mind,
But probably an outgrowth of conditions
Political and economic as of recent kind*

*We youngsters lingered long to watch proceedings
And were on hand at noon of the next day
To witness the departure--following the leaders
To where the dirt road crossed the rails--some way
Beyond last outskirts of our little town;
And there the army proper stepping briskly
Moved on their route--the vanguard lost in dust,
While gallant "General" Kelly wheeled his charger
And waved farewell to all our following host.*

*Just then to my amazement, all around me
Folk raised their feeling voices in a song.
The leader's voice surprisingly was Mrs. Mendel's,
Assisted by a group of friends. The throng
Sang "God Be With You Till We Meet Again"
For some emotional reason there were tears.
Then handsome General Kelly joined his army--
Rode on--to be remembered through the years.*

After leaving Neola, the army arrived at Des Moines a few days later. By this time, Coxey's Army had been refused a permit to demonstrate in Washington and it had disbanded. Des Moines, after several anxious days, furnished flat boats for the marchers to float down the Des Moines River. The heart of the movement was broken and the men at that point abandoned the enterprise.

The 1895-96 Iowa State Gazetteer carries "Neola. Has 2 banks, a weekly newspaper, 5 churches and a graded public school. Fire protection 1 hose carriage. Water supply source, well; system, pumping to reservoir; reservoir capacity, 60,000 gals.; pumping engines daily cap. 450,000 gals.; hydrants, 8. Telephone connection. U. S. Exp., W. U. Tel., Population 1000. George R. Howard, postmaster.



1894 General Kelley. Southeast of Neola. The bluff with its homes upper right.



1898 Escorting General Kelley's Army up Third Street. Taken from the corner of Remington and Third. St. Patrick's Church steeple shows on the left. To the right of it is the original Public School. Note the fences and fruit trees. Only one house is partially visible.



1894 Kelley's Army leaving Neola.

Some of the new businesses listed:

Mrs. Mary Brandenburger, milliner. The store, acquired in 1894, existed until the death of Margaret, the last of the Brandenburger sisters, in recent years. The building located in Block 23 is now the home of Ruby Floerchinger.

C. T. Brugenhempke, carpenter. Brugenhempkes lived in the last home on Third Street across from the cemetery, now the home of the Dave Claytons. In later years, Mr. Brugenhempke had an orchard of the hillside. His daughter, Rose, never married and stayed with her father until his death.

Thaddeus Campbell, county clerk. The Reporter said that Neola was proud of T. S. Campbell and evidently there were, as they list him in the business directory. I believe from evidence in the Reporter in 1889, that John P. Organ had also moved on to County Attorney.

Commercial House, J. R. Hegarty owner. This was located on Lot 3, Mendels Subd. of Block 22. Ray Stinn says his grandfather and grandmother had a boarding house in a large two-story frame building and that his grandfather worked part time as barkeeper at the saloon west on the corner. Present location would be vacant, between L. G. Mauer's and Herman Kuper's house.

Joseph Cupp, carpenter. He had a shop located on the back 20 feet of Lot 2, Block 23, fronting on the alley. This would be behind Phil's Inn on the bank driveway.

Jacob Denbeck, wagonmaker. On April 4, 1884, Mr. Jacoby had sold Jacob Denbeck the West 13 feet of Lot 1, Mendels Subd, Block 22. He had opened his shop then, but was not listed until this year. In 1907 he sold the property back to Jacoby. Mr. Denbeck lived across second street in Block 21, Lot 12. I remember G. N. Ellithorpe living there.

Albert Downs, barber.

James M. Doyle, physician. Dr. Doyle had an office in the hotel in Block 24, now Nelson's Feed building. There were office rooms with entrances directly to Fourth Street. He built a home on Lot 14, Block 17, now the home of Luella Larson.

Mrs. Melissa Eastwood, milliner. Her shop was located next door west of the O'Connor Hotel, Lot 5, Block 28, Mrs. Eastwood was born in 1837 a few miles from Galena, Illinois. She had been present at the Lincoln-Douglas debate. Later she and her husband were in charge of a company station of a large transcontinental stage coach line in Quincy, Mo. She met many of the famous people of the day at the station. In 1877 she moved to Neola to live with her sister, Mrs. Julia Ransom, and later established a millinery shop. Vera Hubbard's mother, Adah Hamilton, was a trimmer in the shop and Vera remembered, "She was always very loving to me and often asked me for 'tea' or a meal. Occasionally I spent the night with her in her rooms behind her store on South Front St. where the Phoenix movie house now stands."

Farmers and Merchants State Bank. In 1893 the bank was incorporated under the laws of the State of Iowa by Peter Egan, Jr., T. M. Egan, Ralph Turner, Charles R. Hannan and T. G. Turner. In 1894, James Morgan is listed as President. He had previously been listed as a store owner.

Fred Foss, harnessmaker. His shop was that previously owned by E. Reichart on Lot 16, Block 23, the present Von Hebel building. He erected the building now standing.

Edward Fullagar, carpenter. He continued in the construction business many years.

Theodore Gearheart, barber. His shop was located on the west portion of Lot 1, Block 23, next to the alley, the south half of today's Phil's Inn.

Anthony Goesser, photographer. The shop was on Lot 3, Block 23, now Alice's Beauty Shop. He later purchased Dr. Van Ness's home.

E. O. Howard and Co., Mrs. Emma O. Howard and T. A. Mitchell, druggists. Their business was located on the north 40 feet of Lot 1, Block 23, now part of the bank building. Mrs. Howard's home was Lot 11, Block 24.

Andrew Hunter, livestock. Mr. Hunter later built a house on Lots 5 and 6, Block 22. Henry J. Schierbrock and Ray and Nellie Lathrop were later owners.

L. B. Johnson, furniture. His first store was Lot 2, Block 23, now the bank driveway. He later moved to Lot 14, Block 23, a two story building with the telephone office on the second floor. The building has been destroyed by fire and is now a vacant lot.

Barbara Kerns, carpet weaver.

Killpack & Bardsley, W. H. Killpack, John G. Bardsley, insurance. John Bardsley had sold his store to Remington Bros. in 1887 and had been admitted to the bar in 1894. W. H. Killpack was an attorney also.

Joseph Nuschy, horseshoer. In 1882, Henry Schierbrock had sold his property in Block 22 to Joseph Nuschy and Nuschy had probably been operating as a blacksmith there since that time. This would be between Jacob Denbeck and the Hegarty hotel. He sold the property to Jacoby in 1910 and moved across Front Street to Lots 6, 7 and 8, Block 30, where the County Shed has been of recent date.

John O'Connor, saloon. Previously listed as proprietor of the O'Connor House.

Michael O'Connor, general store. Mr. O'Connor was operator of a general store here until the 1930's.

Pottawattamie County Mercantile Assn., G. L. Cooper mgr., general store.

J. W. Roland, publisher Reporter.

St. Paul & Kansas City Grain Co., H. H. Pogge, Mgr. Located on the south 25 feet of Lots 5, 6, 7 and 8, Block 29, with a 25 foot frontage on Third Street. This would be between Schierbrocks and the Milwaukee railroad tracks.

Wm. Schierbrock, saloon.

Schierbrock & Phillips, Henry Schierbrock and Thomas W. Phillips, hardware. Sometime after selling his blacksmith shop to Joseph Nuschy, Henry Schierbrock acquired Lot 1, Block 27, now part of Barrier Tire Co. Over the years he added farm implements and the location became the nucleus of the Schierbrock Motor Co. building, on the corner of Front and Fourth Streets.

Rev. M. D. Schiffmacher

Sexton & Mott, George C. Sexton and W. W. Mott, livery. They at one time operated a livery on the location of the light plant, Lot 16, Block 25. Mr. Sexton's home was north across the street, which we would know as Mrs. Max Holzfast's home.

John S. Smith, general store.

State Bank of Neola, George E. King, Pres., John C. Watts, Cashier. They also had incorporated in April, 1893, and changed the name to reflect their new status as a state bank.

Wheeler Bros., George H. and Wm., hardware. Their shop was located on Front Street. Later in the 20's when the building was being razed a severe wind blew it down, but I am unable to find the location of the building.

George Wilkinson, broom maker. He would soon become publisher of the Neola Gazette.

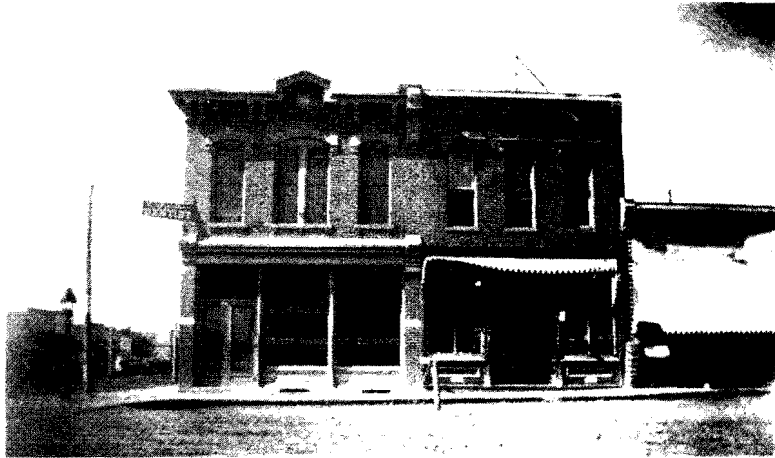
You will notice that although many new names appear, many of the old names reappear in new businesses and in new combinations. Very confusing.

In 1896 Christine Sieverts, who with her husband had been operating the Central House Hotel, sold the business to Charles M. Crippen, who had been operating a clothing store.

The year's highlights from 1896 Neola Reporter copies are: "Ice is 15 inches thick and ice dealers are happy, 1-3. The whole community is thrown into excitement by the arrest of Charles Altmannspurger of Minden on the charge of embezzling over \$30,000.00 of funds belonging to his employers and the public. Mr. Altmannspurger was much respected and owned the largest house in Minden, 1-21. A Post Office is established at "French", 6 miles northwest of Neola, 2-3. Charles Altmannspurger receives a sentence of seven years in the penitentiary, 2-20. The Democratic



Early 1900's Aerial View of Front Street



About 1900 The Bank with M. A. H. Jones, Dentist, in office above. Howard and Mitchell Drug Store to the right and F. L. Hodges general store at extreme right. Note the wooden sidewalks and lightning rod.



1894 Neola from the south.

caucus nominated the following ticket: For Mayor, C. M. Crippen; Recorder, Ed Cotter; Treasurer, John C. Watts; Assessor, L. B. Johnson; Councilmen G. C. Sexton and G. R. Howard, 2-15. The citizens caucus nominated: Mayor, J. W. Roland; Recorder, Chas. McLyman; Treasurer, John C. Watts; Assessor, John Buchanan; Councilmen, James Shaff and Andrew Hunter, 2-17. The Citizens ticket was elected by the largest majority ever given in the town. The majorities ranged from 21 for councilmen to 92 for mayor, 3-2. J. G. Bardsley and Geo. H. Wheeler were elected school directors after one of the hottest contests ever waged in Neola, 3-9. The Reporter puts in a new Fairbanks Morse gasoline engine and now operates its presses by power, 3-4. Night Marshal Daly gets in an altercation with a tramp and shoots him in the leg, 4-26. Mosquito Creek gets up on a tear and overflows all the bottom land around town, 5-18. Neola is indulging in cyclone scares every day, 5-22. The business men sign an agreement to keep their places of business closed on Sundays, 6-11. Neola is visited by the largest rainstorm in its history. Boats can be floated in any of the business streets, 6-12. A. T. Barnes sells the Neola brickyard to the former owner, John Leytham, 6-14. Prof. Chas. King and the the Delsarte class gives a fine entertainment in the City Hall, 6-15. (Vera Hamilton took part in this.) The K. of P. Lodge gave a delightful ice cream festival, 7-2. Neola has the racing fever bad and every day almost witnesses one or more good races, 7-11. W. E. Remington tendered his resignation as a justice of the peace and J. A. Hamilton was appointed to fill the vacancy, 7-22. Neola is infested with an epidemic of diphtheria; about 20 cases are reported, 7-25. W. J. Bryan, Candidate for President, passes thru Neola and makes a short talk from the railway car platform, 8-7. A Bryan Silver Club is formed here with over 150 members, 8-18."

The 1897-98 Iowa State Gazetteer listed Neola with a population of 1050, with three churches (the 1894-95 listing of 5 churches was obviously an error), an excellent system of waterworks, fire department, 2 telephone lines, an opera house, good schools and a live weekly newspaper. Stage tri-weekly to French, 6 miles west, fare \$.25.

In this year, Thaddeus Campbell is listed as "capitalist", D. S. K. Winters is now managing the Clifton House, Mrs. C. Nuschy is managing the Commercial House, C. M. Crippen is selling insurance, W. E. Downs opens a pool room, and William Felton is justice of the peace.

J. H. Garland, Jr. comes to town as agent for U. S. Express and the Rock Island. Mr. Garland lived here until his death in 1939. His daughter, Ruth, married Arthur Miller. Ed Gorman makes an appearance as dairyman. Soren Hansen is listed for the first time as plasterer, although ads show he was in business 10 years prior to this. His home was north beyond the city limits on Second Street, now the home of Hester Hadfield.

Jungferman Brothers, Henry B. and Barney, open a saloon on the east half of Lot 7, Block 28, east one door from what will be the original Von Hebel's. W. H. Killpack is mayor, Hugh Lafferty, Michael Minahan and Michael Finerty have a grain business.

John Leytham is listed as brick manufacturer. Mr. Leytham had owned 10 acres on the northeast edge of town, now the property of Betty Baldwin, since 1886 and according to news stories had been a brick manufacturer. There is undisputable evidence in the form of broken brick attesting to the fact that brick was made there. Yet, it was never owned by A. T. Barnes, even though the paper said that Leytham bought the business back from Barnes. Mr. Leytham sold the property to John W. Miller in early 1900, on which Mr. Miller had a nursery.

G. A. and A. L. Moffatt appear as hog breeders. The Moffatt Brothers were orphaned at an early age in their native Canada. Eventually they came to Council Bluffs while

still small. G. A. became permanently crippled as a youth and thereafter wore a steel extension on one leg to compensate for a bent limb. When age compelled them to quit farming, they, and G. A.'s wife, Margaret, moved to Neola. At the time of G. A.'s death in 1954, the two men had never been separated longer than a few weeks. G. A. Moffatt left 78 living descendants. A. L. Moffatt survived him by only a few months.

The Neola Opera House is listed for the first time with T. A. Mitchell as manager. **John O'Connor is operating his hotel again.** Mrs. C. L. Peck has a dressmaking business. C. L. Peck is part of an agricultural implement firm. Pecks owned the store building on Lot 5, Block 19, east of the present Schierbrock store and presumably this would be the location of the farm implement store. Herman Steffens and Herman Von Hebel are operating a saloon in the old Von Hebel building on the west half of Lot 7, Block 28. Mr. Steffens would soon leave the partnership.

On May 14, 1897, an ordinance established a franchise for American Telephone and Telegraph.

In 1898 the electric light plant was built at a cost of \$6500.00. The lights were turned on September 8, 1898. S. W. Reichart built the Opera House Building Block in 1898, after acquiring land from Todds.

The early wooden sidewalks by ordinance were four foot wide and built of two inch planks. In 1898 by ordinance sidewalks on both sides of Front Street from Second to Fourth were widened to eight feet, and on the south side of Front Street from Fourth to Fifth and each side of Third and Fourth Streets back to Pearl Street.

Notes from a Neola paper in 1899: "The Remington storeroom occupied by the Boston Store is undergoing extensive repairs. Thanksgiving Day dinner at the Clifton House is 25¢. J. A. Hamilton, bookkeeper for Val Blatz Brewing Co., Omaha, partook of Christmas turkey at his home in this city."

A long time Neola resident and keen observer of the human scene, Vera Hamilton Hubbard left the following reminiscences about Neola:

"The first newspaper published in Neola was by Zenas Brown, father-in-law of Mr. Organ, the first mayor. At one time, along about 1898, Neola had two weekly newspapers, the Reporter and the Democrat. The Democrat changed hands and the new owner changed its name to the Gazette. The owner later bought out the Reporter and changed the name to the Gazette-Reporter.

"Neola at one time had the largest corn crib in the state. It was located just south of the former Rock Island depot, a very long crib with high driveways leading in from each end. Held 70,000 bushels. The town formerly boasted three livery stables where horses and buggies, carriages and sleighs were kept for hire. Horse racing was one of the earlier amusements of the community. The first race track was out east of town and a later one was on what is now the Maurice Welbourn land just west of the Neola Creek.

"One of Neola's industries for quite a number of the early years was a brick yard, or brink kiln, located on the edge of town in the northeast part.

"The place which served as a sort of park and location for some of the gatherings and celebrations was "Butlers Grove", just down over the bluffs in the east part of town and along the new paved highway. There was a nice little grove of natural timber there. It was here that Kelly's Army, a branch of the famous Coxey's Army, camped overnight when they went through Neola in about 1896 on their way to Washington, an army of unemployed. (It was 1894, and the new paved highway and the dredging and straightening of Mosquito Creek in the late teens put an end to the nice little grove.)

"It soon became the custom for the Fire Department to send teams to tournaments over the state and Neola runners won many cups and prizes.

"Thinking over this weekly newspaper last evening, I was somehow reminded of the old people, Zenas Brown and his wife, Keziah, grandparents to some school mates of mine. Mr. Brown was one of the earlier if not the first editors of the Neola Reporter. In appearance he was much the type which is portrayed by Seth Parker of current radio and cinema fame. I remember attending some sort of entertainment one evening in the Presbyterian Church when Mr. and Mrs. Brown, in costume, sang "When You and I Were Young Maggie". One finds their grave stones in the Neola cemetery.

"And then, I suppose, from thinking of the Zenas Brown's yesterday, suddenly this morning, the face and plump little figure of Mrs. Ed Brown came so distinctly to my mind's eye. I haven't thought of her for years. I believe she wore a shawl for a wrap and a bonnet. Women were old before their time in those days and shawls had not entirely gone out for elderly women. I think Ed Brown was a cousin or nephew of Zenas Brown. Probably he was a Civil War veteran; at least he had a taste for the military and always marshaled all patriotic parades, and we had some real ones then, on a mettlesome horse. No Fourth of July was ever planned without him as long as he lived in the community.

"What has become of all the 'wild girls' who used to troop down from school to see the 4:20 Rock Island train pull in and out? They didn't feel 'wild' at all I suspect--just getting a thrill in seeing who came or went and glimpsing the travelers thru the car windows. But the practice was rather frowned on by conservative parents. The sophisticated young misses of today wouldn't lift a plucked eyebrow to note the comings or goings of a train unless they had traveling business with it.

"Traveling business--What a traveling business used to be done thru our livery stables! Salesmen 'Drummers' came in by train, hied themselves to a 'livery and feed' stable, hired a rig and called on the country trade in this fashion, or possibly paid to be driven cross-country to connect with some other railroad. And the boy-friends. How they saved their earnings to hire a team and buggy for Sunday afternoons or week-day evenings to take the girls to country dances or box suppers or lyceums.

"The hot debates which used to be staged at some of these country school lyceums! The school children were not the only members on the program. The countryside crowded in and the more popularly talented orated and debated burning political questions as well as the more hackneyed ones which were known the country over. An occasional tobacco chewing--and spitting--argufyer with a gift of ready gab or unconscious humor would be a tremendous drawing card. And the 'newspaper' of the evening was eagerly awaited."

(My grandfather, George Newland, was one of those tobacco chewing argufyers. Note that the 1889 Reporter news from Stony Point carried a statement that George Newland won the debate Sunday night. In fact, my mother and father met at a lyceum.)

To illustrate that Mrs. Hubbard was indeed a keen observer and that the world does not change so much after all, here is a poem by Vera concerning A. W. Frtiz of Council Bluffs, who was a Watkins products salesman:

*"He came across the lawn with outstretched hand and
sincere smile
As I was hanging clothes upon the line.
I had not seen him now for quite a while.
He had not been around to sell his brand
Of wares; a product used to make things clean and fine.*

*I can't think now of how we'd come to know our mutual
avocation,*

*A liking for the rhyme of words; so
One thing led to another. Unexpectedly I found
A man of most surprising education,
Deep-thinking, cheerfully philosophical, and sound.*

*Had studied seven languages, he said, the last Afric; too
He had a boy in college, as his Dad ahead.
It gives one pause to puzzle out this blight;
High mind, low occupation; but 'tis nothing new--
His hand was large and black, and mine
was small and white."*

The 1901-1902 Iowa Gazetteer shows Neola with a U. S. census population of 921. Some additions to the business community: J. W. Martin is now proprietor of the Central House and J. L. Sinclair is proprietor of the Clifton House. George L. Cooper has taken over Mendel's general store, H. H. Pogge is grain agent for Charles Counselman & Co., Rev. A. J. Drexler is at St. Patrick's Church and L. J. Elithorpe has a feed mill.

George Ervin is manager of the Neola Elevator Co., A. F. Floerchinger is a livestock dealer, John Madsen is manager for Gabriel Rees & Co., F. A. Gates and George Ainslee publish the Reporter, George Menke is manager of the Green Bay Lumber Co., and Robert Haines is a drayman.

V. G. Hamilton and Albert Smith have opened a general store. Charles C. Hammerand and Joseph Duschaneck are blacksmiths. John E. Heath runs a billiard parlor and Theodore C. Hicks has a jewelry shop. M. A. H. Jones has a dentist's office above the bank. Edward Kennaley is city marshal, John Lafferty is a grain dealer, Peter Leuck sells clothing, L. G. Merrill is agent for the Milwaukee, Dennis Minahan is a livestock dealer, and Andrew E. Pearce has opened a hardware store. A. L. Purdy is now in the drugstore with T. A. Mitchell, Samuel Reichart is proprietor of the Opera House, Alfred M. Scaggs publishes the Democrat, Joseph A. Weber has opened a general store, George Wilkinson is postmaster, Samuel P. Williams runs a billiard hall and Fred H. Witt is an attorney.

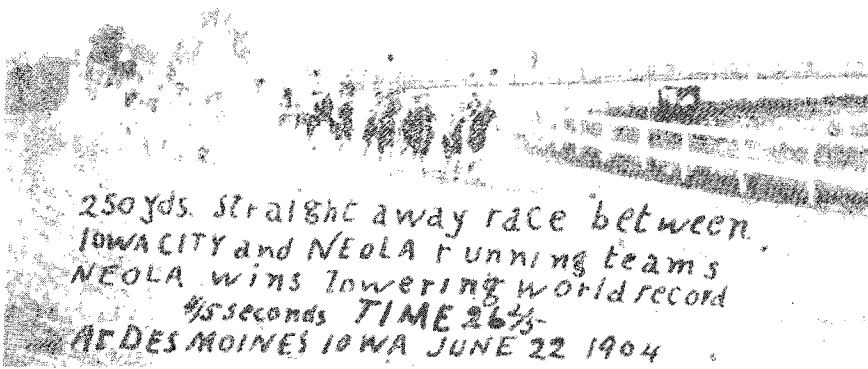
Wayne Hammerand remembers that his father and Joe Duschaneck operated from a building located on the southwest corner of Pearl and Third Streets, the site now occupied by Glen Stoker's home. Theodore Hicks store was on Lot 6, Block 23, now a vacant lot south of the Post Office. Their home was the large house in Out Lot 12, lately resided in by Clara Handke.

A. E. Pearce's home was Lots 9 and 10, Block 19, now the home of Elizabeth Stangl. Their store was on Lot 6, Block 24, now Ring's Transfer. Mr. and Mrs. Pearce were to spend the rest of their lives here as did Joseph A. Weber, whose general store was located up Fourth Street on Lot 7, Block 24, immediately south of today's Dan's Delight. The V. G. Hamilton of Hamilton & Smith was Vera Hubbard's brother.

In October, 1902, Charles Crippen sold the Central Hotel to Ervin L. Newland.

From the Neola Reporter of June 5, 1903, comes the following business items: "Dr. Van Ness has purchased of C. D. Dillin the property he has occupied as a residence for the past several years. It gives us pleasure to see Doc buy a nice comfortable home. No one could enjoy his prosperity better, for he has been a trusted friend since the first day we landed in Neola. H. B. Cavanaugh and John White each shipped a car of steers over the Milwaukee road to South Omaha Monday night. We understand the city will put in two cement crossings at the Catholic Church, one west and one south, and one south of the Catholic School. That will be fine.

1904 Neola Volunteer Fire Department Straight
Away Race between Neola and Iowa City, Winning
time 26-2/5 seconds.



250 yds. straight away race between
IOWA CITY and NEOLA running teams
NEOLA wins lowering world record
4/5 seconds TIME 26 2/5
AT DES MOINES IOWA JUNE 22 1904

1904 State Hose Race, June 25, 1904. Neola Volun-
teer Fire Department



Neola in State Hose Race June 25/1904
at Des Moines Ia. Winning Champion Belt
Time 32 2/5 seconds



1908 Wm. McGuire's Dry Goods Store. L to R: Dan
Nuschy, Margaret Finney, John Brey and Wm.
McGuire.

1899 L. to R.: Tom Mitchell, Mgr., Arthur Maxfield, Captain, Ed Heath, Scorekeeper, Verne Hamilton, Rome Downs, Bill Zink, Fred Steele, Sim Willmott, Mack Heath, Roy Sinclair, Grant Sweeney, and Charles Stephany.



1910 Coopers Store



About 1910 Interior of Farmers & Merchants State Bank, with Ralph Hall at front window, Jimmy Morgan behind, and Ed Cotter at rear window.

The work at the power house is progressing as rapidly as possible. Barnes & Son have charge of the work. The energetic M. Corbett, hustling marshal of Neola, with several assistants, is unloading two cars of paving rock for crossings to be put in on the north side of Pearl Street at the interchange of First, Second and Third Streets. C. L. Peck of this city has purchased a bowling alley in Harlan and has taken possession. He will continue to reside in Neola. We wish him success. Word has reached us of the death of Mrs. S. A. Gayman at her faraway home in Idaho. John Buchanan is building a neat barn on his lots in the east part of town. The management of the Neola Opera House has engaged the services of the famous magician and entertainer, Prof. Harry S. Payne to give two of his most pleasing and unique entertainments on the nights of June 12th and 13th."

In October, 1904, C. L. Peck sold the east half of Lot 5, Block 29, to P. T. Conroy, who operated it as a restaurant.

From the Neola Gazette of November 3, 1904, George L. Wilkinson, Editor, we learn that State Bank of Neola is offering farm loans at 5%, Frank Killpack offers for sale one red polled male calf nine months old, and Mrs. M. Brandenburger in their ad says, "We will take eggs in exchange for goods." G. L. Cooper advertises a glass wash board for 45¢. The German Lutheran Church is listed as offering services on alternate Sundays, Rev. L. Esbach, Pastor. In School Notes, C. A. Peck, Editor, we read, "Thomas Corbett of the B division is absent on account of diphtheria in the family. Anna Denbeck of the B division is absent on account of the severe illness of her mother. **Nellie Ryan is absent this week. She is teaching her sister's school, her sister being sick.**"

In the news column we read "Mrs. R. J. O'Connor has accepted a position with M. O'Connor, who has one of the **finest stocks of goods in the city.** Messrs. Jas. Leonard, S. D. Porter, J. J. McDonald and James Finerty attended the Poland china hog sale at Avoca last Friday. H. J. and son, William Schierbrock, left Friday for a month's visit with friends and relatives at Edina, Mo. and West Point in Lee County, Iowa."

Under Obituary is "Wm. Heileman, aged forty-seven years, - - - died Friday, October 21, of tuberculosis after an illness of seven years." And "Mr. and Mrs. M. Corbett have been visited by the destroying angel and have been called to give up one of their brightest little ones. Willie was taken very ill Sunday with membranous croup and while everything that human agency could do to relieve the little sufferer, it was of no avail, and early Tuesday morning the grim reaper called him home - - ". And below that "Mr. and Mrs. Jerry Kennaley mourn the loss this morning of their pretty infant, a sweet babe of three months. Little Mary will watch and wait for the loving parents on the happy golden shore - - ."

A column called To The Gazette Family yields among others, "Roosevelt or Park may be elected next week, but there is a moral certainty that George L. Cooper will be at the old reliable stand, where you can buy the best goods of every description at the lowest prices - - Dennis McSweeney is not a scheeney, but for good goods in latest styles and patterns of gents furnishings, you will save time and cash by inspecting his swell stock - - . See his ad in the Gazette. The Green Bay Lumber Company is an old institution with unlimited resources, and when the Bentley boys bump up against their prices, the Green Bay sells the goods. See their ad in the Neola Gazette."

Present also is an ad by A. S. Peterson, Cigar Manufacturer, for the two best 5 cent cigars in the city--Neola's Pride and Iowa Girl.

The Neola Fire Department won state championships in 1904, 1905, and 1906, and brought home a large engraved silver belt whose links carry the names of the team

members: R. J. O'Connor, Chief, J. D. Hannan, A. Goeser, D. C. Sells, H. L. Wilkinson, D. T. McDermott, F. H. Grote, T. W. Kelley, Elmer Ervin, Ed Ratigan, W. C. Davis, C. C. Hammerand, L. W. Barnes, M. L. Sweeney, Roy Sells, J. H. Burns, C. Duschaneck, Tom McMaus, J. C. Heath and Ed Williams. The belt is kept in the vault at the bank.

The competition consisted of taking off from a standing start, yanking the two-wheeled hose cart over a 250 yard course, laying and coupling the hose and having water running through it. Their record winning time in 1904 was 26.4 seconds.

In January, 1905, V. G. Hamilton, Vera Hubbard's brother, lost his life in a fire. Verne had been married but a few months to Ollie Campbell, daughter of T. S. Campbell. Besides being a partner in Hamilton & Smith, Verne was secretary of the Neola Public School, secretary of the Masonic Lodge, and Worthy Patron of the Eastern Star, as well as a member of the fire department and the baseball team. A February 2, 1905, clipping is headlined "A PALL OF GLOOM" "Neola Grieved and Shocked by Terrible Death of a Leading Citizen." The news story reads in part, "Last Friday morning about 8 o'clock an alarm of fire aroused the people of Neola from the quiet of everyday life and a quick response by citizens and fire department was made to the T. S. Campbell residence where an explosion of gasoline had created considerable havoc." - - "Mr. Purdy found Mr. Hamilton entirely destitute of clothing and wrapped him in some bed clothes immediately." - - "Verne's words were, 'Oh, Purdy, I'm pretty near burned up, but the fire is out.' - - "The news of his death spread rapidly and knots of people were on all the street corners speaking in subdued tones of the sad event."

Later in that year the Hamilton & Smith firm built new premises on Lot 5, Block 23, known for many years as the Sealock building. Clarence Sealock stripped the woodwork of all paint and varnish and revealed beautiful oak "egg and dart" millwork on the original shelving. The building burned in recent years and the Neola Fire Department building occupies the site.

In July Michael O'Connor purchased the building in Lot 16, Block 23, that he would occupy as grocer for many years. Later in July of 1905, the Town of Neola issued a liquor permit to S. L. Williams and Lee Ellis.

In April, 1906, the Ellen Stewart Estate sold property on the northeast corner of Front and Third Streets to Richard O'Connell, and in September Sam Gayman purchased the meat market located on the North 16 feet of Lot 2, Block 23.

The Gazette-Reporter of August 20, 1908, reports that the new Wells-Hord Elevator started the past Monday morning. They had been buying grain for several years in the community, having purchased the old building and business of John Lafferty. J. D. Hannan had been their representative practically ever since the purchase.

On December 8, 1908, Neola lost its oldest businessman, Herman Mendel.

The 1908-1909 Iowa Gazetteer states a population of 1100 for Neola. Among the businesses added is W. C. Bowen, land agent. Mr. Bowen's house was on the east half of Block 8, where Howard and Catherine Dorsey's home now stands. R. V. Churchill is listed as Chairman, Cemetery Improvement Assn. His home was located on the east half of Lot 6, Block 4, Judson's First Addition, now the home of Lavonne and Billie Bahrke. P. T. Conroy had opened a restaurant in the building purchased from Pecks in Block 29. Corbett and Sweeney are well borers, S. V. Downs is manager of the Opera House and also of Downs Orchestra, **Freeman Doyle is agent for the Milwaukee,** and Farmers and Merchants State Bank lists John Roane as President and E. F. Cotter as Cashier. L. B. Johnson now is listed as an undertaker, Jungferman Bros. are agents for

Dubuque Brewing Co., former marshal Kennaley and Davis have a saloon, J. T. Looby is an electrician, and William McGuire, Shag's father, has opened a general store on Lot 1, Block 28, now the New York Life office location. Thomas McDermott has farm implements and blacksmithing. Ivan Barrier and Don McDermott remember his shop across from the Standard Oil Station, on Lot 4, Mendel's Subd. of Block 22, the location of C. M. Witt's furniture store. Hilda Orme remembers him being on the west side of Block 23 in the Remington garage building. It is possible he was in both of these locations at different times. If so, the business was at Witt's at this time.

L. G. Merrill is publisher of the Neola Gazette, T. A. Mitchell is selling insurance, L. B. Johnson is managing the Nebraska Telephone Exchange, which is located on the second floor of his business building. H. H. Pogge is secretary and treasurer of the Neola Cement Block and Construction Co. and also agent for the Chicago Elevator Co. The Neola Cement Block Company was located south of Block 30, between the two sets of railroad tracks approximately where Walt Wellman's office is today. Austin Pruitt is secretary of the Neola Cornet Band, Palmer & Co. open a general store located on Lot 16, Block 24, where the Post Office is today. August Rudigar has a tailor shop, George C. Sexton and William Shawgo run a meat market, **H. J. Schierbrock and R. J. O'Connor, Mike's brother, sell farm implements**, Frank Spencer provides billiards and bowling and G. W. Spencer is a County Supervisor.

Charles Stephany is a barber, J. F. Todd appears as agent for Standard Oil, and Mrs. S. Williams is operating the Williams Hotel in Block 28. J. F. Todd's home was in the southwest portion of Out Lot 2, now the home of Pat and Dave Nelson.

Dr. Guy Seward opens an office in the south 30 feet of Lot 12, Block 23, now an apartment owned by Walt Wellman. He and his wife, Mary, live on Lot 1, Block 16, on the corner west of St. Patrick's Church.

H. Rolfe is listed new as a druggist. He was located in the east 40 feet of Lot 16, Block 23, where Crowley's is today. In 1909 Ralph Hall moved from South Omaha to become Cashier of the Farmers and Merchants State Bank. With him were Blanche, his wife, and sons Rolland and Rupert. Their home was on Lots 1 and 2, Block 16, formerly the home of James Morgan.

The Peck moving theater drew good crowds and at times the building was not large enough to accommodate the people. In November the paper announced that C. L. Peck had sold the Novelty Theatre to Ralph Brown.

A sign of the times--The little daughter of Mr. and Mrs. Will Dedmore ran into the rear end of Dr. Brandt's auto on Front Street.

The 1910-1911 Iowa Gazetteer shows Neola's population as 1200, which was an estimate. The official census figures in 1900 was 921; in 1920 it will be 895. Actually the official census figures have stayed quite even over the years. I think the 1200 was overestimated.

In this year were added some important new businesses. L. W. Barnes, son of A. T. Barnes, has opened a drug store next to the bank. S. J. Brown is listed as a painter. Jerry Brown and his wife, Mary, lived in a home located on Lot 6, Block 1, Judson's Third Addn., now the home of Evelyn and Frank Wood. Mary and her son, Ralph, would operate the theater Ralph bought until after World War II.

A. B. Carver has opened a paint store located on Lots 1 and 2, Goulden's Subd. of Block 24, now occupied by Barrier Tire Co. G. Ervin and J. Gunnette are operating the livery stable located on Lot 8, Block 24, present location of Dan's Delight.

L. E. Gurney's dental office is over the Farmers and Merchants State Bank. Hegarty Sisters are operating a millinery shop on Lot 5, Block 28, where Mrs. Eastwood had been located. Mrs. Eastwood moved to a building on the north half of Lot 12, Block 23, directly south of the swim-

ming pool. T. A. Mitchell and T. W. McDermott have opened the Neola Auto Company, located on Lot 3, Block 27, now Barrier Tire Co.

Tracy and White offer bowling and billiards on the west 33 feet of Lot 2, Block 28. J. H. Weber, son of J. A. Weber, has opened a clothing store in the Remington corner building, Lot 16, Block 23.

Additionally listed are John Buchanan, painter; Feldahn & Lotz, restaurant; J. A. Fogerty, dentist, located in one of the Clifton House offices **beside Dr. Doyle's office**; G. W. Geise, veterinary surgeon; J. W. Hunter, agent for Wells-Hord Grain Co.; and R. M. Zimmer, proprietor of the New Clifton.

Feldahn & Lotz purchased P. T. Conroy's restaurant in February, 1910.

W. E. "Col." Remington died in March, 1910. That same month John Gunnette bought a half interest in E. G. Ervin's two livery stables. John had been rural carrier on Route 3 prior to this. George W. Buchanan replaced him. This month, also, Charlie Hummel started to work at the G. L. Cooper store. Charlie eventually worked behind most of the meat counters in town. **He specialized in making ring bologna.** Anyone from the age of 55 up will remember it with delight.

Fred Steele left in March for Memphis to play professional baseball. He and Jerome Downs for several years would leave for spring training camp with a pro ball club, play the season and then return to Neola for the winter.

In May, 1910, T. J. Gearheart sold his barber shop to Frank Freschauf of Lindsey, Nebraska. **In September, Freschauf sold the shop to Pat Doyle.**

Halley's comet was visible in May and as many as 200 people climbed the nearest hill on May 18th, when it was to be at maximum visibility.

Efforts were being made at this time to determine the best transcontinental auto route. A caravan called the Glidden Tour drove through that summer. On June 28, 1910, the Glidden Tour passed through Neola going east. The streets were lined with people from seven in the morning until almost 11:00 o'clock watching the drivers and vehicles. All agreed that the road west of town was fast that day and because of the speed some autos had difficulty with the turn at the Green Bay corner.

Howard Pearce was constructing a "flying machine" in the rear of his father's hardware store "which he believes will be practical and he intends to put it in the air as soon as it is finished." It must not have worked for the flying machine is not mentioned again.

In September, T. A. Mitchell sold the Neola Auto Co. business to W. E. Chapman & Son, C. J. Chapman, retaining the building. Mr. Mitchell went on to Council Bluffs to open another auto company and eventually on to Oakland, California.

That same month Dr. W. G. Geise sold his veterinary practice to W. C. Newland of Persia. The vet office was located at the rear of the Gearheart Barber Shop, Lot 1, Block 23, now the west portion of Phil's Inn.

Tom Corbett bought Mike White's barber shop in September. It was located "Under the Corner Maples", Lot 8, Block 28, now Donovan's driveway. The location was so named, Fred Roane tells me, for the large maple trees that shaded the corner. Later in 1920, L. G. Merrill would institute a column in his paper called "Under the Maples" and eventually it progressed to "Maplegrams--Where The Sap Is Always Blowing".

G. N. Remington was putting up another building that summer and by September, 1910, it was being finished off. It was a two story block building located on the north half of Lot 14 and Lot 13, Block 23. The upper story of the large building was finished for apartments and the lower floor was usually occupied as a garage. From now on we will call this building, now the Neola Cafe, the Remington garage building. The original two story block building on Lot

16, Block 23, we will call the Remington corner building. The frame store on Lot 5, Block 29, behind Schierbrocks, has already been sold to C. L. Peck.

On the garage site, G. N. Remington's large white frame house had stood. Sometime prior to the start of building, the house was moved to a location on Third Street, Lot 5, Block 2, Judson's Third Addn., which is the present location of Betty and Ray Mauer's home. I remember Vernon Rollins living there for some years.

In October, Fred Steele and Rome Downs rented the lower floor of the new building and operated a roller-skating rink. It was opened in November to a large crowd of skaters. The next March it was closed as the operators left to play another season of baseball.

Also in October, 1910, ground was broken for the building of Joseph Nuschy's new blacksmith shop to be built on the corner where the old elevator used to stand in Block 30, the corner of Front and Second Streets. The next week, razing of the old blacksmith shop began. It had been built in the 1880's and was used at first as an opera house with many social events being held there. The paper spoke as if another blacksmith shop would be erected on this site in the future.

In January, 1911, Pigeon Valley Telephone Co. signed an agreement with the Nebraska Telephone Exchange for a line to connect with the Neola exchange. It was signed by James Hickey, M. Dermody, Richard Corrin, Pat Kildare, M. J. Burke, W. F. Dollen, Loyd Stoker, F. M. Howard, Fred Oltmanns, George Miller, George Newland, L. J. Swanson, Thomas Weldon, Mrs. M. Baker and Will S. Newland, Secretary.

In March of 1911, the city let a bid for a new hose house to G. N. Remington for \$1096.50. Mr. Remington later rejected the project and the city acted as its own contractor.

The old tower used by the firemen sold to R. J. O'Connor for \$44.00 and Frank Spencer purchased the old office building for 57.00.

George Ervin moved to Portsmouth in March to open a livery stable. Joseph Nuschy had moved his blacksmith shop to the new location in Block 30. Two former Neola business families, Mr. and Mrs. J. H. Cupp and Henry Rishton, both residents of Southern California, met at an Iowa picnic. Work on the new P. P. Leuck building was progressing rapidly. This is the present Blue Moon building on the east half of Lot 2, Block 28. John Buchanan moved to Council Bluffs this same month, March 1911, to assume his duties in the office of O. J. McManus & Co. In May the Danish Brotherhood Farmers Lodge #80 purchased the east half of Lot 5, Block 29, one-half of the former Remington store premises.

In June, Sweeney Brothers rented the Remington garage first floor for a farm implements and harness store. The Rees Gabriel & Co. barn and its contents, including two horses, was destroyed by fire in July. Carl Udet, who with his wife, operated the Udet Hotel, died at his home July 10, 1911.

In August, Dr. Van Ness sold his stock to Herman Rolfes and L. W. Barnes, the two druggists in town. Dr. Van Ness was elderly and virtually retired at this point. Charles N. Walker moved from Portsmouth to the residence of Mrs. E. S. Maxfield.

Earlier in the year in May, Joe Barrier had purchased the Neola Auto Co. building. In September he took over the business from W. E. Chapman & Son. The Joe Barrier home was on the next lot west, Lot 4, Block 27. Joe and Willard Barrier would operate the business together. Although Joe worked with automobiles the rest of his life, he never drove one.

In November, 1911, C. L. McLyman opened a new meat market in the I. T. Van Ness building, the north half of Lot 16, Block 22.

In September, Mr. and Mrs. G. N. Remington moved from the apartments in the Remington corner building to new apartments in the Remington garage building.

The 1912-1913 Iowa Gazetteer listed Neola's population as 926. New businesses added: A. H. Jungferman is now managing Green Bay Lumber Yard. John J. Guilfoyle is manufacturing cigars. Peter Leuck has opened a jewelry store in his new building. Ralph Lee, formerly of Minden, is operating a restaurant located on Lot 3, Block 28, one door east of the Williams Hotel. C. L. McLyman has rented S. A. Gayman's meat market. Neola Auto Co. has been purchased by Joe and Willard Barrier. Weldon C. Newland is a veterinary surgeon. Charles L. Peck is operating a restaurant on part of Lot 5, Block 28, one door east of the theater. H. H. Pogge is agent for Cavers Elevator Co., W. E. Schierbrock, H. J. Schierbrock's son, is listed as a baker and Sinclair & Son, James L. and LeRoy E. Sinclair, are operating the Clifton House. Sweeney Bros., Michael L. and James V. Sweeney, sell farm implements and harness in the Remington garage building. Wm. Thomas is agent for Wells-Hord Grain Company, Mrs. Carl Udet is operating the hotel formerly known as the Central, and Charles N. Walker has opened a hardware store. Margaret, his daughter, remembers it being on the south half of Lot 2, Block 23, between the drugstore and the meat market.

Other business news notes of 1912 include: A. W. Bowen, in March, moved from his farm to town and in November purchased the harness stock of P. R. Smith and handled it in connection with a flour and feed business. Mr. Bowen was located on Lot 2, Block 27.

Also in March, H. C. Langin, "a popular young man of the vicinity", was graduated from Creighton College of Pharmacy and in April accepted a position as druggist at Colfax, Iowa. Fred Steele left in March for New Orleans where he was to pitch for their baseball team. Rome Downs was playing for the Brooklyn Nationals.

In July Herman Rolfes sold his drugstore to M. A. Loeltz of Woodbine and J. H. Loeltz of Manning. J. H. Loeltz would not stay long. M. A. Loeltz moved into the C. M. Witt house, but built a home of his own later on Lots 7 and 8, Block 18, now the home of Joanne and Tom Kenealy.

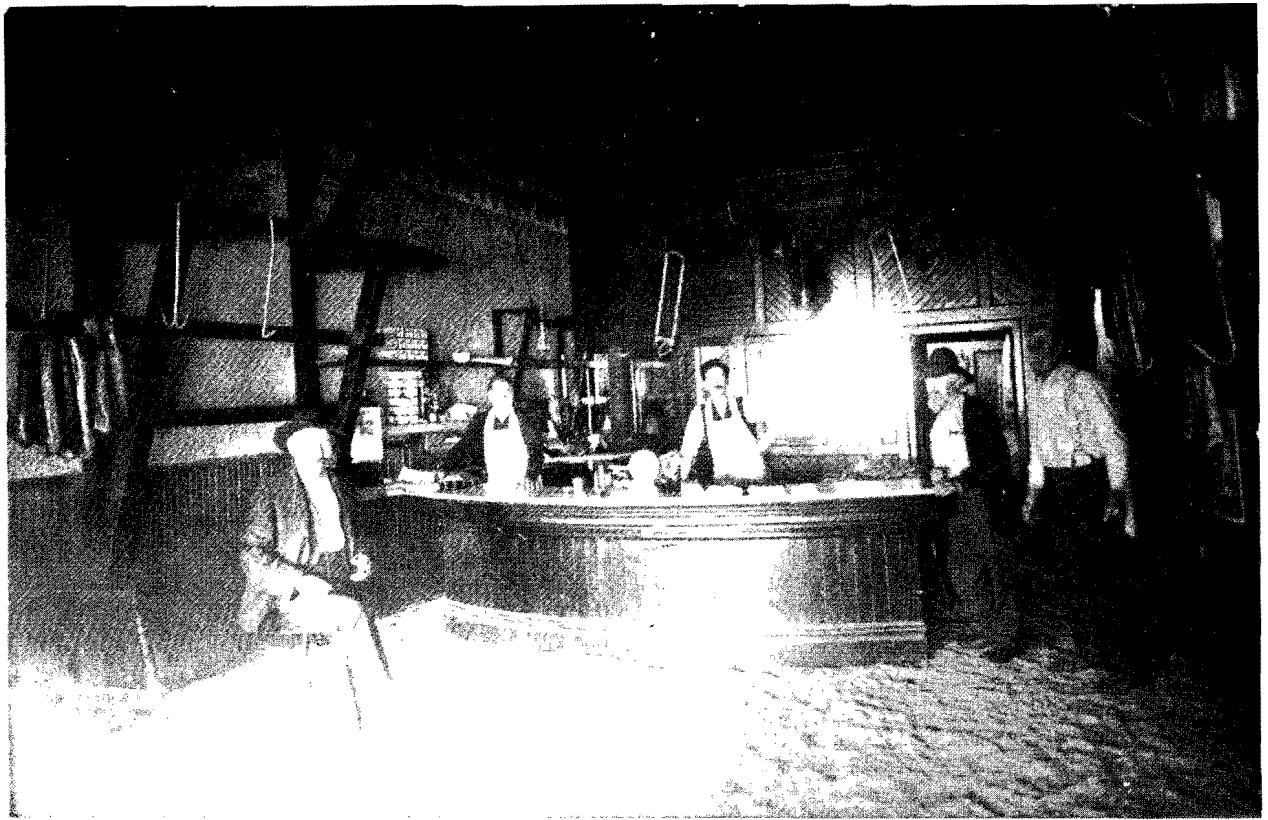
T. W. McDermott moved to California this year. In September the Commercial Club oiled the streets of Neola. A November news article said that bowling was becoming quite a popular sport and that competitions were being organized. The Tracy and White alleys on Lot 2, Block 28, were used. Also in November, E. M. Palmer & Co. sold its stock to P. R. Smith. Mr. Smith auctioned it off before the end of the year.

The Novelty Theatre, Lots 5 and 6, Block 28, was consumed by fire on December 14, 1912. The building east was not damaged, but the building on the west, occupied by Crozier and Jones, caterers, was badly damaged. The theater would operate in the Opera House for a six month period while the theater was being rebuilt. The new theater opened at this site in June, 1913. It was called the Phoenix, after the mythical creature born of fire.

Crozier & Jones moved into the bakery with William E. Schierbrock. Schierbrock occupied the east side of the building and the west side housed Crozier & Jones counter and cafe tables. It was called the Palace Cafe.

In January, 1913, Roy Williams moved a cleaning and pressing business from the Seward building on Fourth Street to the second story of the A. A. Dorn building. V. H. Steele rented the first floor. This is now the location of the Post Office. The R. S. Palmers moved to Oklahoma that month.

On Easter Sunday, March 23, 1913, a tornado swept through the area with the most severe damage being northwest of town. While there was great property damage over a wide area, more tragic was the loss of life. Killed were

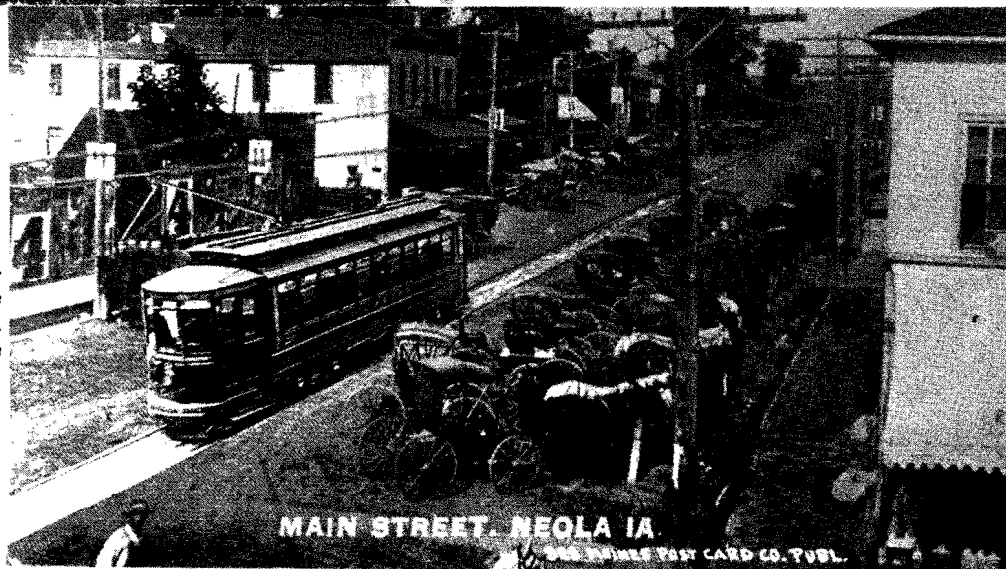


Circa 1910 **Gayman's Meat Market. Note the deep sawdust.**



About 1910 **Jacoby's Orchestra.**
L. to R.: Mary Jacoby, Herman Kuper,
Joe Jacoby Jr.,
Joe Jacoby, Sr., and Rose Jacoby

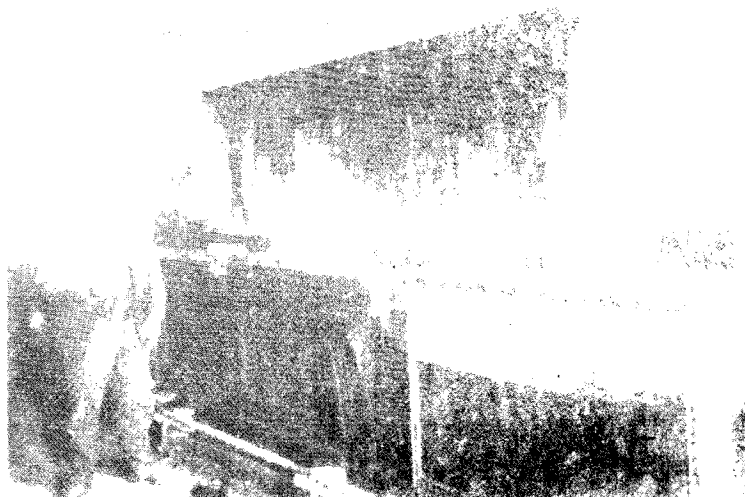
1911 **Front Street from Third to Second Streets. The trolley is a gag, but the buildings are real. Cooper's store is on the right. Above the trolley is the double store building built by C. M. Witt.**





1911 The Public School

1912 Von Hebe's Saloon, with Herman Von Hebel behind the bar.



1913 L. to R.: Catherine Stoker, John Brey, Earl Stoker, Celia Spencer, Leona Geise, Roscoe Atkins, Ora Bean, Hazel Peck, Alma Ogeson, Mae Bratches, Nellie Roberts, and Supt. M. J. Enenbach and Teacher Josephine Bailey.

Mrs. E. A. Jones who was residing on the Abner Jones farm, Lucille Hopper, age 5, and Maurine Hopper, age 2, who were living with their parents on the Elizabeth Ward farm. Seriously injured were Mrs. S. L. Hopper, Michael Lynch, Mrs. Thomas Cavanaugh and Mrs. Elizabeth Ward.

In July Peter P. Leuck died at an Omaha hospital following an appendectomy. Chautauqua for 1913 closed its ten session meeting in July.

In August, Wm. Thomas, manager for Quaker Oats Co. resigned to engage in construction business. He was re-

In July, Crozier & Jones had secured the R. S. Hain location and remodeled it for restaurant purposes. Mr. Hain moved his cream station to one door west of the Phoenix to the building severely damaged by the fire.

In September, L. W. Barnes sold his drugstore to H. C. Langin, who would operate it until his death in the 1930's. The store was located in the Farmers and Merchants State Bank building. Langin's drugstore was always considered the coolest place in town on hot summer days, due to the large ceiling fans that always kept air moving.

J. F. Todd resigned as Standard Oil agent in October, after 16 years with the firm.

In March, 1914, J. A. Weber purchased the Clifton Hotel from John Strake. Later in the month he resold it to J. L. Sinclair, who had formerly owned it.

On Feb. 16, 1915, Eva Cooper of the Cooper's Department Store, died, her husband already having preceded her in death. Also in that year Joseph B. Jacoby purchased the Opera House Building Block.

By 1915, the Phoenix Theatre had been in operation for some time on Lots 5 and 6, Block 28, now the Masonic Hall. The Phoenix was owned and operated by Mary Brown and her son, Ralph Brown. An ad shows that Saturday matinee and evening for August 14, 1915, were "The Swindlers" a two-act feature presenting Alice Joyce and Guy Coombs together with "The Strength of Love"--Chapter 6 in "Road O'Strife" featuring Crane Wilbur and Mary Charelson, and "Mr. Jarr Brings Home a Turkey", a Vitagraph comedy. On Sunday and Monday, August 15th and 16th, one could view "From Headquarters", a Broadway star feature in three parts and "Moonshiners", a M-in-A comedy. Admission was 5¢ and 10¢ for Saturday and Sunday nights.

H. N. "Herb" Nyquist had opened his bakery. His ad in the August 12, 1915, Gazette-Reporter offers six small or three large loaves of bread for 25¢. The Nyquist home, built in 1923, was Lot 4, Block 20, now the residence of Helen and Buzz Lewis.

In the same paper, Mayor J. G. Bardsley published the following notice: "TO THE CITIZENS OF NEOLA Please clean up all weeds and trash in front of your residence and make the streets ready for the grader and hereafter don't throw any trash in the gutter. TO THE BUSINESSMEN OF NEOLA Please remove from the sidewalk all obstructions, such as signs, tubs and the like. You are entitled to use 18 inches of the walk next to your building for the display of merchandise only. Also please clean up all waste paper and trash from gutters and streets in front of your place of business and keep it cleaned up. TO THE WOULD-BE SPORTS You and each of you are hereby notified that all playing of cards for money, shooting craps, etc. must be stopped at once."

Culled from news notes in the same issue: The council let a bid on a new steel water tank to the Des Moines Bridge and Iron Co. at a cost of \$2940.00.

The Neola Wallopers baseball team got walloped in a double header at Atlantic the Sunday before, but on the 15th would take on the A. O. U. W. of Omaha at 2:30 at the local ball park, admission 25¢ and 35¢.

The Knights of Columbus building was under construction. The foundation, walls and first floor joists were in place and the first story was being completed with work on the second story to begin in a few days.

The editor comments that the corn crop should be average or above, unless there were to be an early frost. Hogs were \$6.25 to \$6.85, fat cattle \$7.00 to \$8.50, stockers and feeders \$5.00 to \$7.00, butter 20¢, eggs 15¢, hens 10¢, corn 70¢.

Clint and Bessie Robbins had opened their season at the Opera House the Sunday before, presenting Kentucky Sue "to a large and appreciative audience".

Mrs. Annie Ryan had begun an addition to her residence which had recently been moved back from the front lot line. This would be Lot 13, Block 22, now the home of Lillian Beebe. An 1894 picture shows the house very recognizably, and it is fronted directly on the sidewalk. It was obviously moved back, as was the Neola Township Hall. Mrs. Ryan for many years had operated a bakery and confectionery on these premises.

Police Officer G. W. Bratches had moved into the Atkin's residence in the north part of town. The business building on Front Street belonging to Mrs. Maggie Griffin and occupied by Harry Chase was being repainted and decorated.

NEOLA HAS MOTOR-MANIA. If I were to choose a headline for 1916, it would have to be that. In this year, both of the livery stables are to become almost extinct and the garages are to install permanent improvements and enlarge their facilities.

The front page of the newspaper carries a succession of accident stories and auto sales stories, with weekly auto ads on the inside pages. Indeed for at least fifteen years from this date, there is a dreadful litany of auto accident stories. One week there was no auto accident to grace the front page and the editor commented on that.

A sampling of these headlines: "Is Kicked By a Jitney. Dr. W. C. Newland Is Nursing a Possible Bone Fracture." "Two Auto Accidents. One a Week Ago in Neola, Other Near Underwood." "Ford the Universal Car -- Touring Car \$360.00; Runabout \$345.00; Coupelet \$505.00; Town Car \$595.00; Sedan \$645.00; F. O. B. Detroit. On sale at R. J. Schierbrock." "Oakland 6 and the Kissell 8. T. W. McDermott, Neola, Iowa." "Car Partly Destroyed. 6 Cylinder Studebaker Belonging to Loyd Stoker Afire on City Street." "Is To Build A Garage. R. J. Schierbrock Will Make Extensive Improvements--" "Drove Car Full Year. Record Made by Rural Carrier E. R. Orme For Twelve Months Just Past. Mud Ice Snow and Ruts." "Two Cars in Collision. Harlan Fliver Eastbound and Local Ford Truck Headed West Meet Wednesday. Both Machines Are Crippled." "Accident Victim Is Improving. Lew Grove, Hurt at Foot of Remington Hill --" "Woman Is Pinned Under Auto -- Rounding Hubbard Corner." "The George Olsen Studebaker Agency placed two new machines with local people during the past couple of weeks. Walter Corrin, northwest of the city, is driving a six touring car --" Another story reports that R. J. Schierbrock had received two box cars of Fords, sixteen automobiles, of which fifteen were already sold and on back order, and the sixteenth was sold the next morning. Even Editor Merrill's weather stories commented upon the effect that particular rain, snow, freeze, etc. had upon the roads. News stories also reflect the greater use of autos for travel instead of trains. We weren't aware of it then, but our little towns had started to die.

The Official Automobile Blue Book of 1916 gives the following instructions for the route from Des Moines, Iowa, to Omaha, Nebraska. The first column of figures is the mileage reading from Des Moines. The second column is the number of miles or portions of miles since the last reading. Users are cautioned that their speedometers must be properly calibrated and that their tires cannot be over-inflated nor must they use oversize tires for better traction. If these rules are observed the book assures the reader easy use of the system, although it would appear one would need

to be both a navigator and a mathematician. It was, however, the only way one could travel unknown roads. We reprint the portion from Minden to Underwood:

125.5	10.4	4-corner; turn left with travel into
126.4	0.9	Minden. 4-corner at park, straight thru.
129.7	3.3	End of road, turn left. Cross RR 130.3, curving right 130.9 across 2 RRs.
131.0	1.3	4-corners; turn left thru Neola 131.1
132.0	1.0	End of road, turn left and next right with travel.
133.3	1.3	Left-hand road foot of grade, turn left--sign "River to River Road"
134.2	0.9	Ford; bear right along RR, curving right away from tracks 135.7
136.4	2.2	Left-hand road, turn left with travel.
137.3	0.9	4-corners, high water tank on far right; turn left. Caution for bad RR crossing 137.5
137.7	0.4	Underwood 4-corners, straight thru. Cross RR 138.1. Caution for small bridge 138.2

This issue of the book shows ads by the Blackstone Hotel and the Paxton Hotel in Omaha for room with bath \$1.50 per night, both very luxurious hotels.

During 1916, C. E. Yates purchased the Clifton Hotel from J. G. Bardsley. Mr. Yates leased the property to L. L. Burney, who moved from Pender, Nebraska. Mr. Yates rented the J. F. McGinty residence, recently occupied by M. J. Enenbach.

In September, G. N. Remington remodeled and decorated the corner store recently vacated by Harry Weber, for future use by V. H. Steele.

During the autumn in 1916 the school board was involved in a heavy controversy among its members which gave rise to four or five lawsuits that culminated in the resignation of two board members and the ouster of a third.

The City Council in October, 1916, issued a removal order to two buildings as a menace to safety. One was the shed on the south side of the old Alliance Store on Fourth Street, now the swimming pool location, and the old one-story frame dwelling at the rear of the new K. of C. Hall on Pearl Street, now the Northwestern Bell station.

Wilber F. Hubbard was elected President of the Potawatamie Mutual Fire Insurance Association in October.

Leo Schierbrock bought, at auction, from the T. W. Phillips Estate, Lot 4, Block 23, occupied by A. C. Sullivan's cream station, now the location of City Hall.

Fred Maxfield, native Neolan, was elected County Treasurer in the November election.

The County Board of Supervisors opened bids in December, 1916, for construction of the Mosquito Creek drainage ditch, from the Harrison County line to a point one mile west of Neola. The dredge would commence work as soon as weather permitted probably reaching Neola in May or June.

C. W. "Wes" Beem was managing the Opera House for Mr. Jacoby and a full and frequent schedule of dances, plays and galas were provided. Mr. Beem also conducted business as a funeral director in the addition built to the Udet Hotel, Lot 14, Block 22. He was the son of Sam Beem, a Union Township farmer. Mrs. Beem was the daughter of Martin "Farmer" Burns, a famous wrestler. Later C. W. Beem and Tom Belford founded Beem-Belford Funeral Home in Council Bluffs.

The winter of 1916-1917 being an exceptionally cold one, the hens quit laying, the price of coal sky-rocketed, potatoes were priced out of the budget, and butter had gone up "a jitney a pound". Before the winter ended, electric service was curtailed because of a shortage of steam coal. For a time the plant was shut down at 11:00 at night. Two weeks

later, the shut-down was advanced to 10:00 and the morning run was abandoned. It was back to the coal-oil lamps.

In January, 1917, R. J. Schierbrock announced that he had purchased the ground next to his property on the southwest corner of Front and Fourth Streets from A. W. Bowen, who had been occupying it as a harness shop. The old building would be torn down and rebuilt as a modern garage with the present Schierbrock building remodeled. The new building would cover all unoccupied ground between the present corner building and the Barrier building, would have a cement floor, cover a space of 3036 square feet and would extend to the rear of the present corner building, giving a driveway entrance on both Fourth and Front Streets.

Ice was being shipped in even though it was January, since no ponds in the vicinity had sufficient water to cut ice. J. A. Weber purchased from N. Leuck his home and ice house in the upper part of town, Lot 1, Judson's Grandview Addition, presently the home of Margaret Cook.

On February 2, fire broke out in the east wall of the public school. Firemen struggled three hours in bitter cold to contain the blaze in the old, tinder dry walls. Fortunately there was no wind and the structure was saved, but with water damage causing the plaster to loosen and with many holes having been chopped in the walls and roof to get to the fire.

Over the next few months, a bond issue would be offered to the voters which would pass 205 to 89, a bid would be let to begin construction, and the cornerstone would be laid in October in a Masonic ceremony. The old school was moved to the back of the lot, so that school could continue without interruption during the building process.

Also in February, 1917, John Flynn purchased the meat market on the south side of Front Street recently operated by F. K. Costello. He moved from Underwood and occupied the Sullivan property on Sixth Street. C. W. Beem and Joseph Jacoby, Jr. leased two acres of the J. F. Todd pasture, one-half mile west of Neola and planned erection of a dance pavilion 60 feet by 80 feet. There was a small grove of trees on the property which made it an ideal spot for picnics and celebrations.

Mrs. M. A. Austin celebrated her 90th birthday in February. Four generations were represented at the gathering, "being Mrs. Austin, Mrs. J. A. Hamilton, Mrs. W. F. Hubbard and little Verna Louise Hubbard".

In March, Dr. and Mrs. W. A. Bates moved to their new home in Plainview, Texas, where his surgical talents would find a wider field. They had been in Neola for just over two years and had occupied a home on Lot 11 and 12, Block 20, now the home of Ione Turner.

"Birth Of A Nation" accompanied by a fourteen piece orchestra was presented at the Opera House in March. The movie ran for 2½ hours and utilized two projectors so there was no interruption for reel changes.

A March story concerning the two railroads, states that for the Rock Island, J. H. Garland was agent; Ben Jungferman, telegrapher; Herbert Hough and Adolph Ulfers, towermen and Thomas Costin, section foreman. For the Milwaukee, Freeman Doyle, agent; H. H. Dollarhide and O. J. Atkins, telegraphers and Mr. Learning, foreman of the section.

Fred Steele joined his brother, V. H. Steele, in the operation of a billiards hall, Crane, V. H. Steele's former partner, having sold out his interest. The hall was located in the Remington Bro. corner store. Fred and his family moved to Neola from Mississippi.

In April, A. T. Barnes completed cement floors in both Schierbrock's and Barrier's auto garages.

The war having commenced in April, 1917, registration for military service began June 5th. Local draft registrars were J. G. Bardsley, Riley Clark, J. S. Hermesen and Hugh Finerty.



About 1915 The Telephone Exchange, L. to R.: Frances Jacoby, Florence Schierbrock, Eva Finerty, Irene Stinn, Angela Jacoby, Mr. Smith, Marie C. Johnson, Dillie Whitmer, Lysander B. Johnson and behind him, Floyd Mort.



The Peace Celebration,

November 13, 1918

In an election held in April, Neola citizens voted overwhelmingly to retain ownership of the electric light plant, 106 to 11.

Dr. S. N. Harvey, currently living in Chicago, came for a visit in May along with Dr. Max Mendel, son of Herman Mendel, also located in Chicago.

Liberty Bond sales began and Red Cross meetings were held. Neola was galvanizing for a whole-hearted war effort. Rain flooded Front Street and the lower portions of town. Surrounding farm lands had severe crop damage and several bridges were washed out.

On June 5, the pavilion opened with a band concert. The sides of the building were hinged so they could be raised or lowered to suit weather conditions. In addition to the dance floor, the building was equipped with cloak rooms and refreshment booths.

Neola streets were oiled in June using 8,000 gallons of road oil, in response to a petition circulated by Dr. Lowrey. In August a second car of oil was purchased to apply to the residential streets.

C. L. McLyman sold his meat market and abattoir to J. J. Flynn, who had been conducting a meat market on Front Street. Francis Van Ausdeln, who had been with Mr. McLyman for several years, remained with the new owner. The store was the north 16 feet of Lot 2, Block 23, now the bank driveway.

In August H. J. Grace purchased the implement stock and trade of R. J. Schierbrock, who would devote his entire business to auto sales and repair, having brought his Ford sales up to 100 per year. Mr. Grace used the livery barn lately occupied by William Dedmore, on Lot 1, Block 29, as a storehouse and leased the office building in the rear of the barn lately vacated by E. J. Flynn, at the rear of Lot 8, Block 28, now Donovans.

I. N. Baker purchased the cafe owned and operated by F. E. Wilson, Mr. Wilson having enlisted in the army. Mr. Baker had been employed for several years by Herb Nyquist at the City Bakery. In October, I. N. Baker, for reasons of health, sold the cafe to John Von Hebel. It was located on Lot 1, Block 23, now the east half of Phil's Inn.

The carnival at the Electric Park, so-called for the illumination of the pavilion grounds, considering the rainy weather was successful. "The auto polo games of Tuesday and Wednesday afternoons attracted favorable attention, as did the ball game between the local team and Brown's Tennessee bunch of colored players. On those days when balloon ascensions were possible, some great flights were made. Dancing by those who enjoyed this popular form of pleasure, were features of the evenings."

In September Stella Morrison qualified as railroad operator and worked at the Neola Station while Agent F. Doyle was on vacation. This was part of the railroad's effort to train women to fill men's jobs during wartime.

In January, 1918, Edwin Dillin, youngest son of Mr. and Mrs. J. L. Dillin was killed when a scaffolding being used by workmen, fell and struck him knocking him down an areaway. Death was instantaneous.

On the night of March 13th the old livery barn located on the corner of Pearl and Fourth Streets adjoining the Weber Store burned to the ground, the largest fire in Neola since the elevator burned a few years before. Firemen's efforts to save nearby buildings were successful. Since John Gunnette closed the livery business a year or so before, the barn had not been used extensively and so was not a heavy financial loss.

In April the city bought a Reo 3/4 Ton truck for use by the fire department and for the city hauling and dragging, price \$1385.00. It was purchased from W. E. Schierbrock, Neola agent for Reo.

L. Kadis moved his tailor shop in May from the former location west of the Clifton Hotel to the building formerly occupied by the J. J. Flynn meat market.

A \$10,000.00 bond issue to improve the electric light and water plant was approved by a vote 127 to 27. A Red Cross auction and dinner netted \$3,000.00 for the war effort.

Also in May, 1918, Phillip Corbett, 16, son of Mr. and Mrs. Michael Corbett was fatally injured when the Ford car he was driving was struck by the Milwaukee fast passenger train at the Second Street crossing.

The City Council, in May, contracted with Fairbanks Morse & Co. for two oil burning, semi-diesel engines and a 20 kilowatt generator to meet current and future demands on a twenty-four hour basis. This was either not furnished because of war shortages or the demand was greater than anticipated, because the town did not furnish 24 hour electricity until 1924.

Dr. C. F. Dietz arrived in May as a replacement for Dr. Guy Seward, who was in the armed forces. Dr. Dietz occupied Dr. Seward's former office and former home in June.

Superintendent H. H. Gold announced in August that a Normal Training Course would be added to the Neola High School curriculum. The new school house was dedicated August 20, 1918.

In reading an August 29, 1918, copy of the Gazette-Reporter, looking back from today's world, the response to the war is almost inconceivable. News stories and ads are both permeated with a deep love of country. The State Bank of Neola ad reads, "Back Up The Boys - Don't Strike Them In The Back. You are taking food from the mouths and guns from the hands of your soldiers if you cash your War Savings Stamps Now - - It is an unpatriotic act to demand now the money you agreed to lend your country for five years." A work schedule for the women of the town appears on Page 1. Prior to this edition a partial listing of the supplies furnished by these women and the product of their hands were: 555 sheets, 1020 pillow cases, 537 T bandages, 730 arm slings, 842 head bandages, 619 abdominal bandages, 8 robes, 176 pair pajamas, 244 bed shirts, 4 quilts, 840 bandages, 662 gauze rolls, 960 pair of bed socks, 18 utility bags. In addition they supplied knitted articles of clothing. The edition is filled with letters from "our boys" at home and overseas. "Ed Burns writes a few lines on a postcard in the Burns direct way, tells a lot: 'Moved again and am going "over there" very soon, and am sure rearing to go. Corbett with me - - Well so long, old scout-Ed.'" "Friend L. G.--Just a few lines to let you know I am still alive and feeling good although I haven't written for quite a spell. I want to thank you for the paper - - I see by the paper that the Honor Roll is sure getting large and also that quite a few of the boys are across. Well, I must close as news is scarce here. Regards to all--John Von Hebel."

The paper also carries notices to limit use of sugar and meat and one notice stating that the U. S. Food Administration believes in the principle of Cash and Carry as a means of releasing machines, wagons, horses, and men needed in war industry and that the firms of J. A. and J. H. Weber, Hamilton & Smith, Schierbrocks Dept. Store, Wm. McGuire and M. O'Connor agree to make no deliveries for the duration of the war under penalty of \$100.00 fine to be paid to the Red Cross.

Local citizens contributed to a fund for mailing papers to soldiers. Among those on the honor roll published weekly in the paper were Guy Seward, Ray Schierbrock, Myron Udet, Leo Hermesen, H. E. Dillin, F. C. Foss, Earl Stoker, Grover Davenport, Harold Merrill, George W. Clark, William Jungferman, Emmett Beem, Junie Matson, David Downs, J. M. Hegarty, Robert E. Cooper, Leo Hannan, Clinton O'Neill, Leland Cupp, Mike Beem, Kenneth Gardner, Charles Osborn, Clarence Adams, Carl Dillin, John Van Ausdeln, Joseph Gaffney, Alfred Manhart, Ernest Geise, Arthur Geise, Fred C. Geise, Donald Looby, Lloyd Stoker, George Rudiger, Fred Jungferman, Lee Austin, George Weldon, William Bentlage, Carl Drake, Harry Cas-

son, Walter Gearhart, George F. Soppe, James Whitmore, Carl White, Paul Nuschy, Elmer Sealock, M. L. Mendel, C. D. Williams, Wade Williams, L. O. Stoker, J. J. Langin, Rolland Hall, Leroy McMullen, Charles Aney, **M. A. Doyle**, Hugh Finerty, Jerome V. Hegarty, Howard A. Pearce, E. R. Orme, Joseph R. Lynch, Vern W. Redinbaugh, Maynard Schmaedecke, Mayhew Duncan, Ray J. Hegarty, **Bernard Dixon**, John K. Buchanan, Joseph Dargin, Frank Holzfafter, C. A. Merrill, Fay Matson, Thomas Grace, Ralph Austin, Maurice Welbourn, Pete C. Peterson, Clayton Spencer, Henry Steffens, Earl Beem, George Beem, Ernest Pitkin, Patrick Costin, C. E. Jones, Wm. Shriver, Irving J. Weber, Walter Fullegar, Ben Winneke, Ralph Klopping, Karl Udet, Thomas J. Corbett, Edward P. Burns, John Tracy, Cornelius Lynch, Joseph Brich, Fred Foss, Jr., Lynn U. Moffatt, Riley Clark, Lawrence Whitmore, George Thompson, Frank Gatrost, Thadeus Harmon, Harry Killion, Herbert Welbourn, **Joseph O'Connor**, John Von Hebel, Ferdinand Lustgraaf, Francis E. Dargin, Lee Eckrich, Charles Good, Robert Lafferty, Daniel Nuschy, Harle Peck, Harry Shriver, **Joseph A. Flynn**, Joseph M. Jacoby, Robert L. Cooper, Roy P. Stoker, A. Wilton Peck, M. J. McManus, Michael F. Hegarty, A. B. Schierbrock, Leo J. Schierbrock, Paul N. Remington, Gerhard Lustgraaf, Henry Agerson, Alfred Pogge, George Agerson, William H. Carlson, William J. Killpack, Frank Floerchinger, Henry Ostdiek, Joseph Handbury, Leo Corbett, James M. Tracy, Roy Pitkin, Floyd Meadows, Asa Schmaedecke, Adolph Handke, Fred Handke, William Grote, W. T. Austin, Guy Diggle, Louis G. Eckrich, and James Kildare.

In the same paper we find that A. C. and Lena Sullivan moved from town leaving their home on Lot 11, Block 24. Mrs. Sullivan was a long time dressmaker. A. L. Purdy, who had been in the drug store with T. A. Mitchell, and his family moved that week to a farm near Oakland. John Handbury's car was stolen while parked on Front Street. Adolph Geise, an early settler, died on Tuesday morning. Clint and Bessie Robbins were to return to the Opera House, September 1, for one night only in "Believe Me, Zantippe", from a six months run at the Booth Theatre, New York, prices 50¢, 35¢ and 25¢-War Tax Added.

A little more than two months later, hostilities ceased on November 11, 1918. When the news reached Neola, in sequence came the starting of the light plant, the blowing of the power house whistle, the ringing of church and fire bells, a bonfire near St. Joseph's School, and hundreds then formed a parade and marched, singing and shouting, to the Opera House where at 3:00 A. M. a solemn meeting of prayer and thanksgiving was held. The news came after bedtime, and people showed up in all states of dress or undress, unshaven and uncombed.

Two days later on November 13th a formal Peace Celebration was held. It had been the original intention to hold the program in the school auditorium, but when the crowd assembled as the last of the parade reached the building, it was seen that hardly more than a fourth of the number could get inside. By using the grounds and the large flight of steps on the south side of the school, it was possible to form a kind of amphitheater and it was here that the ceremonies were held. The service flag with 102 blue stars for the service men from Neola Township hung at the top of the steps flanked by Old Glory on either side. After barbecued beef sandwiches and coffee, the crowd reassembled on the steps and in Mr. Merrill's words, "The people were informed that the dead wagon with the Kaiser was on the way for burial of that defeated butcher. A grave had been dug in the street opposite the school and while the band played a dirge, the cortege approached from the west; the dead wagon being hauled behind the fire truck. On arrival at the grave, a fire was started in the grave and the rough box containing the effigy was placed on the fire. As the fire burned down, three white doves, representing Peace, rose from the

grave and as they soared away, tiny streamers of ribbon in the American colors were seen to follow them."

The 1918-1919 Iowa Gazetteer gives the 1918 population of Neola as 960. Dr. Dietz has taken over Dr. Seward's practice. Henry Grace is selling farm implements on what is now the abandoned Standard Oil station, O. C. Larson's jewelry shop is located on Lot 2, Block 28, Peter Leuck's new building. He later moves to the north side of Front Street in what is now the east half of Phil's Inn. W. A. Owens is operating a garage which has been built on the east portion of Lot 16, Block 22, the building Art Duhachek is using today. His home was Lot 16, Block 18, across the street, north, from the swimming pool today. H. C. Reynolds is manager of Quaker Oats Co. Schierbrocks Department Store, Leo J., Adolph B., and Anna Schierbrock, who had taken over Cooper's Store are listed. H. J. Schierbrock, Ford dealer, is operating in his garage on Lots 1 and 2, Block 27. Steele Bros. have a billiard parlor in the Remington corner building. J. C. Sullivan has a creamery and produce business where City Hall is today on Lot 4, Block 23. H. H. Pogge is agent for Dawson Grain. C. E. Yates is proprietor of the New Clifton Hotel. Robert Haines is operating a creamery and poultry business.

Additionally we have the following: John G. Bardsley, lawyer; Joseph Barrier, automobiles; W. C. Bowen, land agent; Mrs. M. Brandenburger, millinery; A. B. Carver, paints; Riley Clark, lawyer; A. A. Dorn, livestock; **Joseph M. Doyle, physician**; J. A. Fogerty, dentist; Gabriel Rees & Co., John Madsen, Mgr.; J. H. Garland, agent; Anton Goeser, photographer; Ed Gorman, drayage; Green Bay Lumber Co., H. L. Taggart, Mgr.; L. E. Gurney, Dentist; Hamilton & Smith, general store; T. C. Hicks, jeweler; Joseph B. Jacoby, shoes; L. B. Johnson, undertaker; Louis Kadis, tailor; H. C. Langin, drugs; Loeltz Drug Co.; J. H. Lowrey, physician; Wm. McGuire, general store; Nebraska Telephone Exchange; Neola Auto Co., Willard Barrier; Neola Gazette-Reporter, L. Merrill; Weldon C. Newland, vet. surgeon; Joseph Nuschy, blacksmith; Herbert Nyquist, baker; **Michael O'Connor, general store**; A. E. Pearce, hardware; Charles L. Peck, restaurant; Phoenix Theatre; Sweeney Bros., farm implements; Michael Talty, farm implements; Chris Tracy, billiards; Mrs. Carl Udet, hotel; Herman Von Hebel, restaurant; Charles N. Walker, hardware; J. A. Weber, general store, and Mrs. S. Williams prop. of the Williams Hotel.

It is almost 1920. Let us look back on the changes in town before taking off into the post-war world. The fences have been removed from around the house yards as livestock has diminished considerably. However, there are still horses and a few cows found at the edges of town and many people still keep chickens. Gardens are still prevalent, but many of the little orchards are gone. Houses now sit neatly five to the block on each side. Inside we find the coal oil lamps are reserved for emergencies; a pull of the chain brings light. We are heating with coal and cooking with cobs and wood. We do have ice-boxes though for food refrigeration. Almost all of the homes are accessible to city water although in some areas one must tap on to the neighbor's line and not the water main. Individual pumps with wooden coping are still in evidence. No sewer has been installed and the many outhouses in use give Hallowe'en a special meaning.

Downtown the wooden sidewalks are gone; they are now cement or brick. In another few years those of brick will all be replaced. The streets are still dirt, or should I say mud, except for the oil applied a few years ago. We still drive section roads to go from one town to another. The crenellated trim and over-the-sidewalk wooden canopies have disappeared from the business buildings and no longer do tubs, signs and merchandise sit on the sidewalks. Flivers and Model-T's line the streets now instead of horses and



Early 20's Joe Barrier Garage and residence, south Front Street L. to R.: Ivan Barrier, Max Barrier, Donovan Newland, Joe Barrier holding Jane Borchardt. In front of house Bill Borchart, Edith Barrier, Elva Barrier Brownlee, Lula Borchardt with son Bill, and Mrs. Joe Barrier. The house is the present Heath's Oil Station.

wagons. But the hitching posts are still north of the K. of C. Hall. The light plant suffers from interruptions in service frequently and this gives rise to a controversy that has already existed for several years and which continues on past World War II. The frame business buildings east of the alley in Block 22 are gone; Witt's store, Hegarty's hotel, Nuschy's blacksmith shop and Jacob Denbeck's wagon shop. The livery stables are gone. The town looks neat and clean, but not as interesting as 1894. We have one foot in the old world and one in the new.

Women can now vote and the Volstead Act has passed, prohibiting the sale of intoxicating liquors. Soon drinking will move from the saloons to respectable homes. Women's hair and skirts are to become shorter; women will wear rouge and lipstick, pluck their eyebrows, and even smoke cigarettes. Notice I say women, for no one was quite sure that ladies would. During the next few years comes a flurry of business activity as well as city and highway improvements.

Since beginning this story, a few types of businesses have been impossible to locate and trace: barber shops, restaurants, milliners, dressmakers, saloons, -- and now to be added-- beauty shops. Records tend to show when businesses open but not when they close. Some service type businesses were probably offered from a residence. Barbers switched shops like musical chairs and restaurants go in and out of business like today. Some of the businesses accrete, that is they grow from a service provided casually into a bona fide business. Some are the remnants of yesterday's businesses, with an elderly person still providing services or products no longer often needed. With this in mind, let us plunge into the "Roaring 20's".

In January, 1920, the American Legion Post #330 received its charter. Sixty-five members joined in the first year. Commander was L. H. Hermesen, Vice-Commander H. A. Pearce, Adjutant J. D. O'Connor, Treasurer Rolland Hall, Chaplain T. J. Corbett, Historian C. W. Nevius, Sgt-at-Arms Ed P. Burns, Custodian of Records Ed Schierbrock, with the Executive Board R. J. Schierbrock, Guy Seward and Guy E. Diggle. In June they purchased the Danish Brotherhood Lodge building east of Schierbrocks Store, for their meeting rooms. Later in the year, the post held a three month series of dances at the Opera House.

A group calling themselves The Neola Amusement Company, composed of R. J. Schierbrock, L. H. Hermesen, H. P. Finerty, W. E. Schierbrock, H. C. Langin and J. H. Weber, bought the Electric Park Pavilion from Jacoby and Beem. The pavilion would gradually replace the Opera House as a focus for entertainment.

Dr. Guy Seward returned to Neola and opened an office in the Clifton Hotel in September, 1920. Also in that month Joe I. Dillin listed for sale his 100 acre dairy farm located on the south edge of Neola, asking price \$500.00 per acre. The dairy farm buildings and home were located west of the present Lyle Campbell residence.

In August, W. C. Cole, member of a dredge company, moved to Neola while working on the Pigeon Creek drainage project. Mr. and Mrs. Cole would soon build a new home on Lot 5, Block 2, Judson's Second Addn., now the home of the Grosvenor's.

In January, 1920, the ladies of the town formed a Community Club with Mrs. A. A. Dorn, President; Blanche Hall, Vice-Pres.; and Emma Hubbard, Secy-Treas. Over the next few years they would purchase, pay for and donate a park to the town.

Joe Barrier had for some time maintained a gasoline pump at his garage, but 1920 saw the opening of two service stations. In February the Manhattan Oil Company purchased the Corner Maples property. They opened their station for business in September with Joseph D. O'Connor, manager of the service station, and G. G. Musselman

operating the tank wagon. They advertised "lighted at night" and the maples were still there. In the same month, H. H. Pogge was named station operator for the new Standard Oil station opened on Lot 8, Block 24, now the site of Dan's Delight. How astute of Standard to build their station one block off the street that would later become the highway.

We lost two pioneer business men. C. M. Witt died in California in January and H. J. Schierbrock died in December at age 62.

C. N. Walker moved into the Hamilton & Smith building in March, and Schierbrock Motor Company moved into their new building in July. Dawson Grain Company moved their little red office one block east and tore out the long wooden driveway that had extended from near Fourth Street to the outlet one block east. The dump was lowered through an excavation for a boot into which grain would be dumped. The Nebraska Telephone Exchange had been replaced by Iowa Telephone Company.

C. L. Peck completed his "sweet shop" and had a grand opening in April. Speaking of sweets, Rolland Hall married Miss Hazel Leonard in Kansas City that month and brought his bride back to Neola. Dr. C. W. Nevius had joined Dr. Gurney in the dental office over the Farmers and Merchants State Bank. After the death of his parents, Karl Udet and his wife, Rhea, sold the hotel to Rhea's father, Charles L. McLyman. In November, Russel L. Staver bought one-half interest in the Brownlee Barber Shop being operated in the Remington Bros. corner store.

J. F. Todd's eighty year old father, J. G. Todd, visited him that year. The elder Todd claimed the distinction of having taught the first school in Neola.

The Opera House offered performances during the year at regular intervals. They Lyceum Course at the public school presented a series of five events from October through January for \$2.00 adult season tickets and \$1.00 child's. The offerings included lectures, music, plays, and character portrayals.

Ads in 1921 show that O. C. Larson had added phonographs and records to his jewelry store. In February, Genevieve Green accepted a position at the Farmers and Merchants State Bank. J. E. Flynn, Jr. was operator of the Manhattan tank wagon in March. In the same month, Dr. T. H. Steen, chiropractor and graduate of the Palmer School, opened an office on the second floor of the bank building in quarters formerly occupied by Dr. J. H. Lowrey. Dr. Lowrey had undergone severe surgery in Chicago in January. Fuquay and Miller advertised auto and furniture painting one-half block west of the Standard Oil station.

In April Dr. Lowrey returned and resumed normal practice. He located his office in the Annie Ryan home, just north of the McLyman Hotel.

After months of preparation, Headquarters Company, 3rd Battalion, 168th Infantry, Iowa National Guard, was formally accepted June 6, 1921. A lease was negotiated with J. B. Jacoby for use of the Opera House as an armory. Drill would be held each Monday night with Ray Schierbrock, Commanding Officer.

In September, L. E. Sinclair, many years with International Harvester Company, moved back to Neola to be with his daughter, Mrs. H. J. Schierbrock. He was to be employed at Schierbrock Motor Co. Albert Benson of Omaha took over Claire Gallaher's cafe in November. The cafe was located on the east half of Lot 7, Block 28, east of the old Von Hebel's building. Claire's home was at the rear of Lots 15 and 16, Block 19, east of today's Colpitt's. This home was eventually moved to Lot 8, Block 21, Iva Brunow's home today.

We lost two younger business men in '21. On March 23, Andrew Pearce, age 60, died at his home. Mrs. Pearce and her sons, Howard and Harold, continued to operate the

business. Harry Weber died at a Des Moines hospital in December. He was a graduate of Neola High in 1906 and operated a clothing store in the Remington corner building until 1916 when he joined his father, J. A. Weber, in the family store.

Father Flanagan's Boys appeared in a performance at the Opera House in February. In March, Schierbrock Motor Co. held a Ford Clinic Day to demonstrate the Fordson Tractor and all the implements to go with it. Band concerts were held that summer on the Manhattan Oil drive.

The Presbyterian Church was raised from its foundation and a new basement installed beneath it. Strong winds buffeted the community in April. The old "Wheeler" building on Front Street, in the process of being razed, collapsed in the wind. It was to Wheelers that Andrew Pearce came to work in the 1890's. The frame building on the E. B. Ryan corner, the southeast corner of Fourth and Pearl, was removed. That was the last of the landmark buildings on that site. A little later on, after the holes had been filled, the National Guard would use this area for a drill field.

A car of gift corn, supplied by donations, was shipped from Dawson Grain Company to begin its long journey to feed the starving people of Europe. A November editorial discusses the cost-price squeeze farmers were enduring. Were things so different after all?

Christmas Greetings were extended from the following merchants: McLyman Hotel; Quaker Oats Co., J. M. Herberger, Mgr; Neola Shoe Hospital, Sam Salinitro; Beem Brothers Barber Shop on the south side of Front Street; Pearce's Hardware and Furniture; Phoenix Theatre; Manhattan Oil Co.; Owens Garage; Peck's Cafe; City Bakery, H. N. Nyquist; Larson's Jewelry Store; Jacoby Shoe Store; Dawson Grain, Ed P. Burns, Mgr; Schierbrock Motor Co.; McLyman Meat Market; Rees Gabriel Lumber Co.; and Drs. L. E. Gurney and C. W. Nevius, Dentists.

On January 1, 1922, the postal department took over transporting of mail from the local office to the depots, and A. C. Sorrensen filled the position created thereby. That gave the local post office eight employees; Postmaster R. J. O'Connor, Asst. Postmaster Rose Ward, E. R. Orme carrier Route 1, Vernon Rollins Route 2, William Newland Route 3, Dan T. Doyle Route 4, William Felton Route 5 and the new station to post carrier.

The proposition to rebuild the light plant and extend service to a 24 hour basis was offered to the public on April 13th, together with a \$25,000.00 bond offering to cover such rebuilding. The proposition to rebuild passed by a majority of 20, but the bond issue failed, by one, of the necessary number. There were 291 votes cast of whom 97 were by women. An electrical storm knocked out service during the morning run, and when the regular service went off at noon, voters cast their ballots by candle on a dark and gloomy day.

On May 5, the Neola Band played a concert at the pavilion with J. B. Jacoby, Director, and the following musicians: J. B. Jacoby, baritone; C. W. Nevius, Joseph Grote and H. L. Taggart, altos; Herman Kuper, trombone; Dr. C. F. Dietz, tenor; Henry Schmaedecke, bass; F. D. Goodwater, Harry Anderson and Gerhard Grote, cornets; Clarence Barrier, tenor sax; Max Anderson, alto sax; Will Grote, snare drum; and Herman Grote, bass drum.

The Legion Auxiliary was organized in May, 1922, with Mary Hermesen, Temporary Chairman. The election of officers was held in June with Muriel Pearce as President; Irene Diggle, Vice President; and Mary V. Hermesen, Secretary. The auxiliary had 22 charter members. From that time on, whenever a Legion function is mentioned, you can be sure the auxiliary is there furnishing food services.

Ads show that Jim Beebe this year was operating the Beebe Barber Shop in the Farmers and Merchants State Bank building. In June, R. E. Perry purchased the Neola

Cafe from Freeman Doyle, the Milwaukee agent. On July 10, the "Home Restaurant" was opened by T. M. Bishop in connection with Peck's Sweet Shop and advertised "Home Cooked Meals". "Chicken Dinner Sunday". The restaurant was one door east of the theater. Guy Diggle was now operating the Standard Oil tank wagon. Roy J. McCulley of Oakland re-opened the Neola Shoe Hospital which had been closed some two months previously. Mr. McCulley would reside in the back of the shop.

Dr. Gurney sold his dental practice, office and residence to C. W. Nevius in August. The residence was located east of Lot 1, Block 20. Dr. Nevius had been his associate for the past three years. The barn at the Rees Gabriel Lumber Company was destroyed by fire July 1, 1922, together with grain, harness and a team of horses. Rolland Hall and R. J. O'Connor were burned by chemicals in the fire department effort to control the blaze. This was the second time the barn had burnt, the first being about eleven years earlier.

August 1, Henry H. Pogge died at his home. He came to Neola in 1881 and represented several grain companies through the years. Recently he had been operating the Standard Oil station in which he had been assisted by his sons during his illness.

Mr. Merrill had installed a radio on the newspaper premises and is so taken with it that he prophesies, "It is only a question of a very short time when receiving sets will be installed in most homes, country and city."

W. A. Owens circulated a subscription for funds to pay for the lumber and material with which was built a band stand under the direction of the Community Club ladies. It was built on skids so that it could be moved from place to place. Eventually it found a permanent home in the new park.

High water in late July from two heavy rains flooded houses in the west end of town and extended up Front Street as far as the Clifton Hotel. It was the highest flood since 1890-91. The town was in darkness as flood waters put out the generator at the light plant. Soon thereafter a suit was filed by 24 Neola citizens enjoining the mayor and council to sell the electric light plant. In the continuing saga, a \$25,000.00 bond issue failed to carry, in September. The vote was 276 against 129 for. A new 75 HP oil burning engine weighing 6 tons was installed in the plant in December. The premises had extensive preparations in the form of cement work and auxiliary wiring in preparation for it. Before the new engine was put in use in January of 1923, the mayor was named in a court action to force the town to offer an election of the sale of the light plant to Iowa Service Company.

Read it and weep. A September 28th ad, "Sinclair Gasoline -- 24.1¢. Country Delivery 22.1¢. Neola Auto Co., Joseph Barrier, Prop."

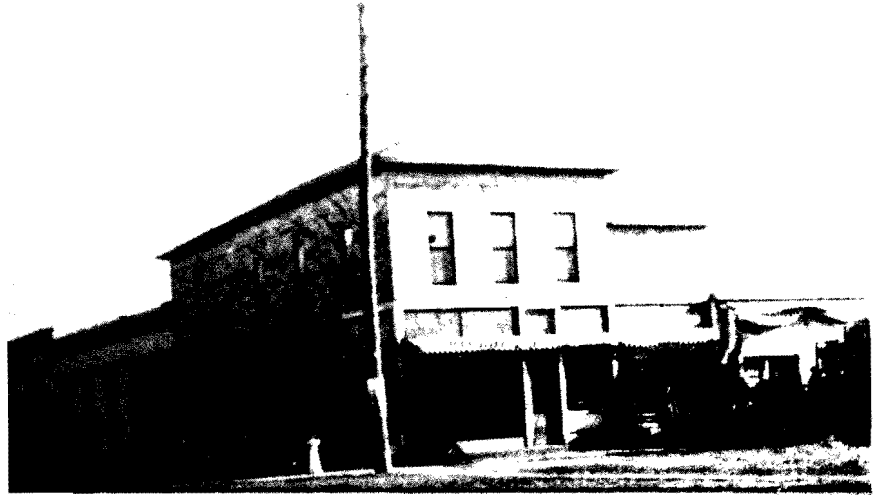
Bland Rishton, owner of a general store in Neola in 1880, died at his home in Council Bluffs at age 86. Sweeney Brothers, farm implements, moved to the rear of the Remington building leaving the front room vacant.

The new engine at the light plant was put in operation January 8, 1923, giving 18 hour service. Electricity was now available all day. In February citizens turned out for the heaviest vote in Neola's history. On the proposition to sell the light plant to Iowa Service Co. The vote was 248-No 214-Yes. On the proposition to grant a 25 year franchise, the vote was 241-No 212-Yes. In June, the State Auditor notified the mayor his office had received a petition requesting an audit of the town's books. It was determined that an insufficient number of eligible citizens had signed the petition and the audit was not held.

1920 Front Street looking west.

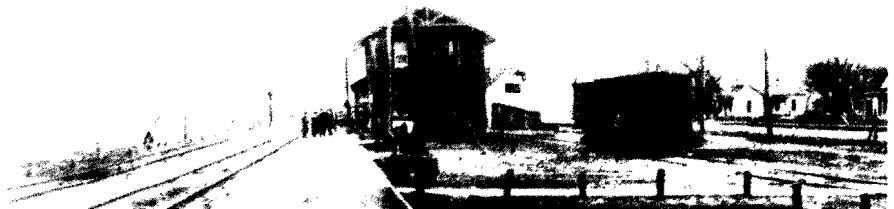


About 1925 L. To R.: Riley Clark, sleeping friend, and Mike Fenley in front of the New Clifton House.



About 1920 Schierbrock's Department Store

The Milwaukee Railroad Depot
between Fourth
and Fifth Streets.



In February, Herman Hansen, native of Neola, was appointed agent at the Rock Island Station replacing B. A. Jungferman, whose death had occurred a short time before. Herman and his family moved into the Thomas Grace residence, Lots 9 and 10, Block 16. William D. Felton purchased the Clifton Hotel from J. G. Bardsley in March.

In April, Joseph B. Jacoby sold the Opera House Building Block to the Neola Armory Association, a co-partnership composed of C. W. Nevius and H. A. Merrill. The local guard unit had been leasing the building and had altered the premises, but the hall had still been used for public entertainment also. They now tore out the stage and floored it over so as to give more drill space. The Weber store bought Mr. Jacoby's stock of shoes and said they would continue the line. The Jacoby family moved to Omaha, having sold their home to David Downs.

In March of 1923, the Rees Gabriel Company yards at Neola and Underwood had been purchased by Schapp Lumber Co. Mr. Schaap moved to Neola, but soon after became ill and died in a Council Bluffs hospital. Mr. Madsen, Rees Gabriel resident manager, continued on with the business until August 1, at which time Frank K. Stokely of Grinnell announced that he had purchased Mr. Schaap's interest and would be operating the local yard. Charles Neilsen would continue on at the Underwood yard. J. H. Madsen leased his home to the Stokelys, now the home of Hazel Hall.

The Community Club purchased from Hugh Dowling Lots 9 and 10, Block 23, the site of the present swimming pool. It was to be used for park purposes and the ladies would use the cottage on Lot 10 for meeting rooms. The club would work for several years to pay for the park completely and in 1927 would deed it to the Town of Neola.

In Maplegrams of August 30, 1923, we find: "If there's anything in a name, a youth of not far distant vicinity is going to be prepared for the frost of age. Russell Young is only 23 and is already a progressive family bootlegger." An editorial on the great number of auto accident deaths concludes, "There's just two classes in the human family--those who have been killed by the automobile and those that are going to be." "Tomorrow is the last day of August. September ushers in the season of coal and ashes and sooted flues--And while we contemplate with joy the approach of October with its "punkin pies"--we are jarred with the thought that October means taxes are due." "Roy Sinclair did not go to the dance at the pavilion last night. It was his night to work so he stayed on the job and let the rest of the whirled go by."

The newspaper installed a new typesetting machine in April. Later in the year, when World Series time rolled around, Mr. Merrill installed a loud-speaker over his shop door and broadcast the games between the Giants and Yankees, play by play, only a few minutes after the actual action had taken place. He used a Kellogg receiving set and tuned in Radio Central WAOW, Omaha.

On April 2, 3 & 4 in 1923, the American Legion Post held a three day carnival, which scored a huge success. It was, although it was not named such, the first Powder River. In July, Dr. Frank Bentlage was graduated from Creighton and joined Dr. Nevius in his dental practice. In October they installed an X-ray machine.

This was not, however, the first X-ray in town. In August Dr. Lowrey had built an addition to his office and installed an X-ray machine and two hospital beds. This equipped him with what amounted to a small hospital.

Rose Ward was appointed postmaster in July, assuming her new duties on the 1st. R. J. O'Connor, retired postmaster, moved to Council Bluffs, selling his residence to Rolland Hall.

In August, W. F. Short moved his farm implement business into the Remington garage building recently vacated by Sweeney Brothers. The pavilion was offering dances each Wednesday night during the summer, with Ebaugh's Orchestra furnishing the music. H. Kuper, Taxi Service from Schierbrock Motor Company was offered.

J. M. Blevins of Macedonia was appointed, in September, the new local Manhattan agent. Mrs. N. E. Hough took over Ray J. McCulley's Harding cream station in that same month. In October, O. C. Larson sold his jewelry store to local boy, Fred Gearheart. Fred had apprenticed with "Ole" after graduating from high school. Mr. Larson retained ownership of the premises. In November the Community Club ladies planted the new park with trees and shrubbery with the assistance of many onlookers.

Mrs. M. Brandenburger died at her home on December 29, 1923. She was almost 80.

Mary and Simon Elias had opened their grocery store in the Jacoby Shoe Store premises, Lot 16, Block 22, by January, 1924.

In February a report of the town's finances for the past 14 months showed that the light plant had paid its way. In July the council purchased a second 75 HP engine like the one installed in 1922-23. The old Corliss steam engine was dismantled and removed to make room for the new one. The engine went into service September 29th, with some dislocation while both engines were being connected to the generator. It would now furnish 24 hour service with both engines being used during peak load.

The Second Annual Legion Carnival was held February 19, 20 and 21, and this time it was advertised as Powder River. It offered amusements, refreshments, Powder River Tavern, Dick De Ford's Orchestra. The post members were in western costumes -- cowpunchers, gunmen, gamblers, miners, and sheriffs, and the women were in western garb. A hoosegow was wheeled around the floor and those who violated the law were incarcerated therein until tried by a judge, and it seemed someone was constantly violating the law. The judge fined them \$10.00 or its multiples depending on the severity of the crime. Profit from the event was reported to be \$300.00.

The American Legion sold its meeting hall in Block 29 to Nicholas Albert in March. He operated a shoe repair shop in the premises. In April, Dr. Paul Hermesen moved from Defiance to join Dr. J. H. Lowrey. Paul leased the Community Club cottage. In the same month, the Riley Clark home was sold to E. L. Stinn, superintendent at the light plant.

The Milwaukee line in May installed their instruments in the Rock Island tower and "cut in" their telephone and telegraph wires. Rock Island employees at the tower in effect became joint employees. Two Milwaukee tower employees, O. J. Atkins and E. L. McGuire, obtained positions at Yorkshire and Coon Rapids.

On May 22, the Standard Oil Co. purchased from Henry Grace the livery barn property located on Lot 1, Block 29, having determined this to be a more desirable location. In July they moved the building from the old location and a week later the 100 gallon storage tank. Mr. Grace dismantled the old barn, cleared the premises and retained the lumber.

In June the area was hit by the worst flood in its history. Several miles of Milwaukee track were washed out marooning trains. Great damage was done to crops and livestock. In Neola, the west end was deep in water. The cement horse trough west of the Clifton Hotel was completely covered and water covered the lower part of the generator at the light plant.

The American Legion Post threw a Fourth of July celebration which included a parade, speakers, a band, 2 baseball games, fireworks, movies at the Phoenix and dancing at night.

On August 1, L. B. Johnson retired after 20 years of service with Northwestern Bell and was replaced by John Tracy. His retirement story reads in part, "Before there was an exchange here, Mr. Johnson was one of 8 who installed a privately owned system, connected for the mutual benefit of those concerned. Later a long distance booth was placed in the drugstore of Purdy & Mitchell, later Purdy & Schaff. Gradually the telephone took hold and a small exchange was established there. Along about 1903 the growing exchange was moved from the drugstore to a small office located where the Neola Auto Co. garage now stands. It was then that Mr. Johnson took hold as manager for the Nebraska Telephone Co."

J. D. O'Connor announced in September that he will headquarter in Neola as district manager for the Bankers Reserve Life Company. He has opened offices in the Clifton Hotel vacated by Dr. Seward. Associated with him will be Jack Stinn, allowing Mr. O'Connor time to look after his duties as district manager. Dr. and Mrs. Seward moved to Fremont, Nebr., to begin practice there.

From the December 18, 1924, Maplegam, "It is noted that the masters of women's fashions have decreed that skirts are to be standardized this season so far as length is concerned. A full ten inches of atmosphere must exist between the ground and the lower hem; but this distance may be extended another five inches at the discretion of the wearer."

"Year Ends In Powder River Blaze of Fun." New Year's Eve, 1924, marked the closing of the Third Annual American Legion Carnival.

The A. A. Dorn building on Lot 16, Block 23, had not housed a business for some years and had been used by M. O'Connor as storage. In 1925 the old building was renovated and the Neola Cafe was started by Mr. and Mrs. Ray O. Dewey, assisted by their children, Thelma, Ray, Donald, Richard and Charlotte. Mr. Dewey was telegrapher for the Rock Island. They were to operate the cafe until 1929 when Mr. Dewey was transferred to Brayton, Iowa.

Charles McLyman died suddenly at his home on April 23, 1925. Mrs. McLyman continued to operate the hotel.

Sanning C. Jensen moved to town April 1st as buyer for Swift and Co. and Roberts Dairy Co. He located in a building on Lot 2, Block 29, where the Jensen Mills stands today.

In May V. H. Connoles of Lupton, Colorado, purchased the pool hall and business of F. M. and V. H. Steele, located on the east half of Lot 7, Block 28, now Donovan's driveway and station.

The American Legion Post in May arranged with the city council to install an adequate and artistic street lighting system, the city to bear a portion of the expense and to supply the current. The post also leased the large room in the second story of the corner Remington building for a club room.

In May also T. J. Corbett was appointed local manager of the Standard Oil station.

A tornado swept through the area June 3, 1925, wrecking forty or more farmsteads with one fatality. The storm's devastation began at a point two miles west of Neola sweeping a swath a half mile wide at the start to two miles wide when it reached Persia. No damage was done in the town of Neola. The Red Cross established relief stations and four companies of National Guard troops directed traffic. While workers were coping with the results of the first storm, a second one occurred on June 7, wrecking twelve additional farmsteads.

In July, the McLyman meat market was sold to J. B. Greenlee, who came from Grand Junction, Iowa. With him came his brother-in-law, H. C. Howard, to assist him in his business.

The new electrolier street lighting system was placed in service in August, the Legionnaires having completed the installation with volunteer labor during the summer.

In November P. T. Conroy sold the east half of Lot 5, Block 29, to William Schierbrock.

The year ends with "Legion Boys Mired Deep In Powder River", December 29, 30 and 31.

Wayne Hammerand, whose father was a blacksmith locally for many years and whose mother was cook at the McLyman Hotel, had the following recollections of growing up in Neola from 1909 to 1928: "Mrs. McLyman in a long white gown or butchers apron waiting on the people in the meat market. Mr. McLyman handling the quarter or half carcasses which I think hung on big hooks in the back as well as along the south wall in the customer section. Mr. Ogesen and Mr. McCart and children selling vegetables from house to house and transporting the goods by horse-drawn carts.

"Going after milk at Jerome Todd's house. I took a small tin pail each night and think the clean one was left for the milk next day. Ed Gorman's drayage business and the mystery surrounding the Sunday afternoon beer parties in the basement of his house (kitty-corner across northeast from the Ed Schierbrock house) but I never got to any of the beer-drinks.

"The two big Christmas trees Mr. J. A. Weber always ordered for the Methodist and Presbyterian Christmas programs. The trees were tied to the front of the store, one on each side of the angled windows, and remained there until taken to the churches. My attendance at Midnight Mass with the Winnie Weber family. Mrs. T. W. McDermott, who spent her later years with Winnie, coming across the alley to visit or to look at the flowers.

"Ezra Morrison and the huge horses he took down our alley just about every day. Some of them perished when the livery stable across west from Nuschy blacksmith shop burned. And the burning of the livery stable just across south from the Ralph Hall home. Those two fires, and others, put the fear of Heaven in me and I am still afraid of fire. I suppose that part of the reaction was because my father was always a fireman. I think too that the conversation and later stories about the fire at the home of Ollie and Verne (Hamilton) may have made a deep impression on me.

"Mrs. Dr. Doyle and her 'Boulevard' of flowers along the south boundary of the Doyle lawn. It was about six feet wide and I recall seeing her out on inspection tours many times. The house just south, now occupied by Elva (Velder), was then known as 'Ed Cotter's Mother's home'.

"Rhea McLyman's 'stage clothes' in an upstairs closet of the Udet-McLyman Hotel. My mother worked for Mrs. Mc and Rhea came home to stay. Her stage name was Peggy Warner (the Warner from her mother's maiden name, I believe). Mrs. Mc gave a very swank party for Rhea in the dining room of the hotel. So many invited that the table had to be placed diagonally from southwest to northeast and even then I think a few of those who anticipated invitations could not be accommodated because of the limitations of the room. My mother did the cooking and the dining room was closed for a day or so to get things ready. Lizzie Dahlquist Rudiger and Hannah Dahlquist were working at the hotel then and I think that Mollie Noonan may also have been one of the regular workers. With my mother's help, Mrs. Mc built up a big business and the Sunday DINNERS were an attraction to many of the more affluent in Neola and a few from C. B.

"Mrs. Ed Cotter and my working for her in the yard. She had quite a few flowers but mostly lawn and that was kept very well. Mrs. W. E. Remington and her carpets which I cleaned at least in the fall by beating the daylight and dirt out with a carpet beater. The wires of the beaters in those days were beautifully and symmetrically curved but there was nothing beautiful about the dirt they extracted or the amount of arm-power needed to do the work.

"Mrs. S. J. Brown and the Phoenix. I can faintly recall the old theatre and how elegant the new building was. I worked for Mrs. Brown as usher for several years. She gave me a lot of good advice on many subjects during our visits following the completion of my duties. Mrs. Brown and her sister, Dillie Whitmer, were good friends of my mother. Mrs. Brown did not mix with very many people in Neola and often told me why. Dillie worked at the telephone office for a long time and was almost a daily visitor at our place if only for a few words with my mother. My mother must not have been working during part of that time.

"The Clifton Hotel. Mr. Weber had been obliged to take over the place, as I recall, in some sort of a settlement of a loan. He came to see my mother and said something to the effect that "Iva, I'll pay most anything if you will come and cook and help me get the place on a paying basis." My mother and I lived there and my father ate all of his meals there. Mr. Weber did dispose of the place but I can't recall just who bought it. When Harry died, Mr. Weber came and asked my mother to 'take over' the kitchen at the J. A. Weber home. She repeated this service when Mr. Weber died. I used to mow the Weber lawns. J. A., Winnie's and Tom Liddell's.

"Mrs. George Remington and the apartments George was forever remodeling. I think the Remington's were laundry-carrying customers of mine and I think Mrs. R. was a chicken customer of my mother. The old Remington home (at least I think it came from the site of the apartment) was up across north from the Alexander Spencer home. During one of the illnesses of Conrad Duschaneck the family occupied the upper floor. The Remington house is gone. I don't know who built the new house on the location.

"Vernie Felton's pansies which were raised in a plot near the sidewalk in the yard of the house southwest across from the A. T. Hubbard home. Verne 'kept' teachers or roomers, I think. When Vernie died they were living in the house formerly on the corner just south from the Stephens house, the third south from your home, and I insisted on a homemade bouquet from our yard. It was in the summer and the heat was bad.

"Mrs. Andrew Pearce and her valiant efforts to keep the Methodist Church operational. The Pearce home, after it was remodeled, had two huge rooms on the first floor. Many meetings connected with the church were held there. One of the Corrin sisters lived there for a long time. Christmas stockings for the church program were filled there and the home seemed to be the meeting place of the Ladies Aid when space was needed. Howard and Muriel lived in your house before the house south of the Ralph Brown home was built. For several years I had a birdhouse replica of the Howard Pearce home on a post in our front yard. Harold Pearce generally entertained during singing at the church by various improvisations such as "Just As I Am Without One Flea" and "Our Great Washing's Done!"- and others highly entertaining at the time. I don't know what the ministers thought. There wouldn't have been any choir without Elva Barrier. The choir sat very straight on very hard chairs.

"Mike O'Connor's carriage, which I suppose was a surrey, carried the family around on Sunday afternoons. The purple clematis vine on the porch pillar at the Dixon home always seemed real elegant to me. The Dixon yard also had a double flowering pink almond bush that I admired.

"The Madsen barn next north from your house had a raised floor at one end of the loft. It provided a stage for many theatrical performances in which most every child in the neighborhood took part, depending on who was mad at who at the moment. A play store was maintained in the barn with cans, bottles and other junk lining the shelves ready to be sold. A lot of good times came to an end when the Madsen family moved to the home they built, the house now occupied by Hazel Hall.

"I think I now recall the people who took the Clifton from Mr. Weber. I think it was the Yates family including Hope and the twins, Doris and Dorothy.

"Mrs. Hansen, who lived in the house next south of Mrs. Burns, kept a roomer. It was a smallish house then but had an upstairs and it was there that the roomer played her violin. Herman Hansen later rebuilt the house around the original structure.

"Mr. Frank Eckrich raised watermelons for sale. I believe they may have been sold from a wagon on the street. The Eckrich family always had a tie with the White girls. Corda had been their hired girl when one of the children, Jerome, was born. My mother kept house and looked after Vern at the John White farm where Ivan Redinbaugh now lives.

"The Electric Park was quite a place in my early years. We walked out there for celebration and entertainment. It seems odd that the trees have always remained at that spot.

"My mother prepared lunches at the Knights of Columbus dances in what was then the New Hall. It was quite a structure for those days. I don't know how so many people ever were jammed in for the dances.

"The two depots were always busy spots with trains at nearly all hours of the day. I can faintly recall one or two commencement programs at the Opera House. Clint and Bessie Robbins were the only theatrical names I recall. My father once took me to a 'Leg' show and we sat in the balcony. My mother did not go. There were numerous 'Medicine Shows' and remedies for all ailments were sold. The Legion 'Powder River Days' were an annual event for a few years. Considered somewhat immoral but most everyone went anyway. The Charleston was new one winter and Gertrude or Lucille Van Ausdelyn shocked the local populace by doing the highly immoral dance with, I believe, one of the younger J. A. Weber girls. Anyway, it was considered a terrible thing for anyone to do and surely the dance would bring down the wrath of whatever was offended. About the same time the ladies began bobbing hair and at the moment the scissors made the first cut the ladies ceased being ladies.

"I don't think we went to Chautauqua or at least not very often. But I think that everyone who was anyone was expected to support the cultural event. The Lyceum Season at NHS was one of the cultural events we did attend. All the school seats had to be removed from the auditorium-study hall and the theatre type seats pulled out of storage at the east side of the room. Always a big commotion.

"Graduation in 1926 was a big event except that I forgot my oration and had to ask Esther Bonneson if I could read it. One event connected with construction of the new school was the death of one of the Cooper twins. (It was Dillin) He fell from the roof at the northwest corner of the building.

"The new wing built onto the Udet Hotel by Mrs. Udet was quite a sight at the time. The big window on the street side was probably one of the early picture windows but no one knew it at the time. The frosted-bowl light fixture was considered quite luxurious. The annex was one step above the older part. When Mrs. Mc had the hotel the front room was her parlor. She had an upright Victrola and many records. I entertained the guests with record music while they ate and while my mother was sweating over the double coal-burning cookstove out in the kitchen. My favorite record was "La Paloma" and Dr. Lowrey liked that one too.

"The George Tuckers lived in the house across south from Walkers, (now occupied by Rex Redinbaugh) and Mrs. T. had many flowers. When Mike Loeltz built the new house south from St. Joseph's School, the Tuckers moved to the former Loeltz home across south from where Hazel Hall lives. Dr. Lowrey once had a hospital there."

These were written to Vera Hubbard. Wayne lived in a home on Lot 7, Block 2, Judson's First Addn., now the home of Cheryl and John Eckmann. Vera Hubbard lived next door north, now Verna Hubbard's home.

In January, 1926, A. G. Elias of Mondamin bought the stock and equipment of Nicholas Albert, Neola Shoe Repair Shop, and took immediate possession in that month. The location was the west half of Lot 5, Block 29, now at the rear of Schierbrock's store.

The auto dealers had a lot of activity in 1926. In January F. H. Schierbrock, younger member of the Schierbrock Motor Co., sold his interest to R. J. and bought an auto business in North Platte, Nebraska. In March Willard Barrier, who had the Chevrolet line, took over the Star agency. The Schierbrock Motor Co. assumed the Chevrolet agency. The Schierbrock Motor Co., in August, sold their garage and equipment to the Dillon Motor Co., a firm of Red Oak men. C. F. Dillon, active member of the firm, announced a Ford agency would be re-established. The Schierbrock firm retained the Chevrolet agency and moved to the garage recently vacated by W. A. Owen.

We lost some people. On May 19, Dr. Lowrey died at Rochester, Minn., following surgery. June 3rd, J. A. Weber died at Mercy Hospital, a victim of pneumonia. W. A. Owens moved to Scotts Bluff, Nebraska, in September and E. A. Rushenberg sold his soft drink parlor to Allen Thompson of Geneo, Nebraska, to move west to join his wife living in California for her health. **Dr. J. M. Doyle left in November to reside in Chicago, having been here 33 years.** His residence was purchased by Conrad Duschaneck. Joseph Nuschy died December 19th, age 60. He had come to Neola in 1884 and was employed by H. J. Schierbrock. When Mr. Schierbrock retired from blacksmithing Nuschy took over the business. We also lost the last of the Corner Maples. The stately trees on the corner where the Manhattan Oil station was located were removed in January.

But we gained some too. Reverend William Kleffman was appointed pastor of St. Patrick's Parish. In July Mrs. McLyman sold the hotel to Mr. and Mrs. Miller Gibson of Sidney. Possession was given at once, but we would still call it the McLyman Hotel for a long time. Dr. F. W. Boland, formerly of Omaha, located in Neola, opening an office in the McLyman Hotel annex. In November E. L. Stinn opened an electrical shop in the rear of the Remington corner building.

For entertainment a thousand or more people came to Neola May 26th as guests of Neola business men. There were band concerts, motion pictures, sports and amusements with everything free. During June the band, under the direction of V. Connoles, gave a concert. A "sham battle" was held on the pavilion grounds the evening of July 4th, between forces composed of American Legion and National Guardsmen. The business men of the city began a civic organization in June, with 45 members enrolled at the initial meeting. On September 23rd, they hosted a free dance at the pavilion. The Fifth Annual Powder River was held December 29, 30 and 31. The celebration, sponsored by the American Legion Post, featured dancing every night, merchandise and games, bar, the Powder River Inn and a \$100.00 grand prize in gold. It was always held at the Armory.

Of interest about town: Charles Hudson, well known Neola barber, was hospitalized in Omaha in January. The American Legion Post in January "fired the first official gun" in a campaign for a sanitary sewer system. Scarlet fever was epidemic in town in February. The largest ship-

ment of eggs ever made from Neola was shipped to eastern markets in March by Sanning C. Jensen and Schierbrock's Department Store, 374 cases of eggs. Ruth, 11 year old daughter of Mr. and Mrs. Will Newland, broke an arm in a fall from a swing at her home. Harold Pearce, Pearce Tire and Battery Service, was selling Atwater Kent radios, located on Lot 1, Block 28, now the New York Life office. **In December J. D. O'Connor accepted a position in Council Bluffs with New York Life, but continued to live in Neola.** E. M. Reichart, pioneer business man here in the 1880's, visited from Oklahoma in June. Miss Thelma Dewey was painfully burned while filling a coffee urn with boiling water at the Neola Cafe. Farm land sales in November average \$145.00 an acre.

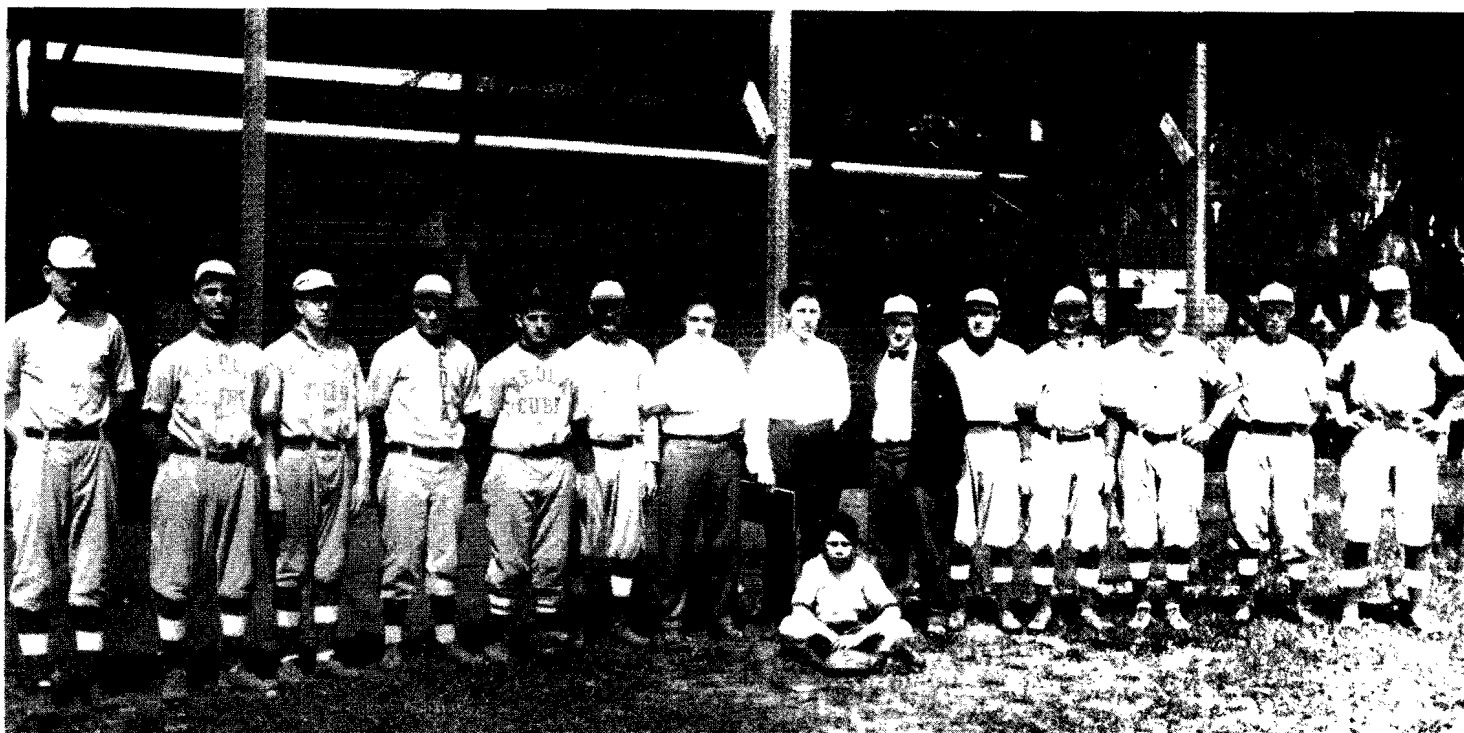
During spring or early summer, it was discovered that Northwestern Bell was operating without a franchise. When offered at an election in September, the proposition was rejected by a vote of 128 to 55. They still had no franchise. In December, Northwestern Bell began the removal of telephone poles. Eventually poles along Front Street from the Second Street intersection to the Fifth Street intersection and on Third and Fourth Streets one block north to Pearl would be replaced by underground conduit. Beginning work in December naturally caused many delays because of weather problems.

In October highway signs were installed on the "River-To-River" road across Iowa, now Iowa "7", with curves marked, directional arrows and railroad crossing warning signs. Neola was well marked with signs on the lamp posts.

The Rock Island and Milwaukee railroads installed warning signals at the double track crossing on Second Street in December, with audible warnings and visual flash.

In January, 1927, Dr. E. S. McQuillan moved into the premises recently vacated by J. D. O'Connor in the Clifton Hotel building. March saw the sale of the Schierbrock store to Albert Namen of Columbus, Nebraska, and Fred Kurtzman of Omaha. W. E. Schierbrock was to be manager in the grocery department, Jennie Ogesen would assist in the ladies department, and Frank Cook would be in charge of deliveries and produce. The name was changed to Neola Department Store.

In April Fred Gearheart, jeweler, announced the closing of his business and his move to a new location in Gering, Nebraska. E. A. Rushenberg leased the building and would rearrange the interior for a confectionary and ice cream parlor, location on Lot 2, Block 28, the present Blue Moon. Fred and V. H. Steele, who had left Neola two years before to engage in business in Nebraska, moved back to Neola. In June, John Von Hebel was appointed local agent for the Manhattan Oil Co., succeeding John Sweeney, whose death had occurred in May. W. Campbell from Proctor, Minn., in July, purchased James Van Ausdelyn's barber shop recently operated by the owner's son. The shop was located in the Farmers and Merchants State Bank building. Both T. J. Corbett and J. V. Hegarty operated chairs as before. V. H. Connoles was appointed manager of Quaker Oats Co., succeeding Howard Hickok who resigned in June. Mr. Connoles' other business interests would be in charge of his brother, Frank, who had been with him since he came to Neola. F. M. Steele and S. P. Williams, in August, purchased the south side pool hall of M. F. Hegarty and Fred R. Peterson, located on the east portion of Lot 3, Block 28, now part of the Bicentennial Park. L. E. Sinclair and Fred Bolte purchased the Schierbrock Motor Co. Both had been employed for several years at the firm and R. J. Schierbrock intended to retire. In September Mrs. A. E. Pearce became the local representative for Continental-Keller, well-known furniture firm in Council Bluffs. Mr. and Mrs. V. H. Steele moved to Royal, Iowa, to operate a business there. The Neola Amusement Company sold the Electric Park Pavilion to Joe Bennett, Jack Bennett and George Hansen.



1920 L to R. Ed Burns, Joe Hegarty, Bill Ryan, John Flynn, Dan Corbett, Perk Freeman, Pat Doyle, L. G. Merrill, Tom Ryan, Joe O'Connor, Jack Tracey, Cabby Spears, Ben Jungerman, Mose Hegarty, and bat boy Emmett Doyle



1920's Memorial Day Parade from the Armory to the Cemetery. At left is yard of S. J. and Mary Brown. In center is residence of Charlie Hummel.

1927 The First Annual American Legion Rodeo



Dr. John O'Gorman moved to Neola and established a veterinary practice. He leased the Methodist parsonage, located on Lot 6, Block 1, Judson's Third Addn. now owned by Sheila and Fred Ring and the residence of their son, Greg. Dr. O'Gorman was an uncle of V. H. and Frank Connole. In December Thomas Ryan succeeded H. L. Taggart as manager of the local Green Bay Lumber Yard. For Tom it meant coming back home. Northwestern Bell announced F. J. Hillemeyer was replacing J. S. Tracy as manager. Mr. Tracy had been here three years. C. O. Brown purchased the Campbell Barber Shop, which had been under the management of T. J. Corbett. He leased the residence of Mrs. Melvin Matson on east Pearl Street.

James M. Schaff, Cashier of the Neola State Bank, died at his home January 9th. After coming to Neola in his early years, he was employed by H. Mendel and later by the Robbins Drug Store. He then entered partnership in a drugstore with A. L. Purdy, succeeding T. A. Mitchell. He later took a position in the bank at Underwood after which he returned to the Neola State Bank, where he was located at the time of his death.

Dr. W. C. Newland, veterinarian, died August 18th at Mercy Hospital. C. H. Duschaneck died at his home September 30th. He had come to Neola in 1900 to work in his brother's blacksmith shop operated in partnership with Charles Hammerand. He later worked in the shop of Joseph Nuschy, eventually becoming a partner and operating the firm after the death of Mr. Nuschy. In his recent illness his son, Joseph Duschaneck, assisted him. In October, Joseph Duschaneck and Howard Gatrost announced they would continue to operate the business jointly.

Charles Hammerand, resident since 1897, died October 9th, after a two day illness at age 51. He operated a blacksmith shop until 1903 with Joseph Duschaneck, then with C. H. Duschaneck, and then worked for Joseph Nuschy. At the time of his death he was employed by Sinclair & Bolte.

Riley Clark, 78, died at his home November 5, 1927. He had lived in Neola since 1880 and was a prominent attorney, first fire chief, justice of the peace and active in school and town government.

Of interest around town: W. F. Hubbard left for Des Moines in January for the opening of the state legislature. He was serving his second term. Six Neola barbers attended a district meeting at Avoca in June: T. J. Corbett, C. A. Montgomery, J. V. Hegarty, Charles Hudson, Ott Milfs and W. H. Jones. Harold Howard was unable to report for work at the Greenlee Market in June because of illness. Word reached Neola that I. N. Klinefelder, who had operated the McLyman Hotel in 1880, had died at the Iowa Odd Fellows Home near Mason City. The State Bank of Neola voluntarily closed its doors on July 15th and entered into receivership. W. C. Cole was awarded the contract for grading new highway No. 7 from Neola to Underwood; the Condon interests, of which Mr. Cole was a member, being successful bidders.

In August, Roy Brownlee, employed by Alvin Barrier at the Neola Auto Co. garage, was laid up for several weeks with a bad knee infection. Cornelius Musselman took his place at the garage. The Rock Island took a 24 hour vehicle count at the Second Street crossing and logged 1526 automobiles, 42 trucks and 42 horse drawn vehicles, plus 86 pedestrians. Diphtheria and whooping cough were prevalent in November.

Several business improvements were made in 1927. Stinn and Pearce painted the front and side of their building, the former Wm. McGuire store -- the front orange, the east side green, and the color for the west side yet to be determined. The Williams Hotel property was in the process of repair.

The Neola Department Store, in May, added two new large show windows, one facing Third Street and the other Front Street. The Phoenix Theatre added a new power-dri-

ven ventilator and J. B. Greenley added a new slicing machine. Mortician L. B. Johnson contracted with a Kansas City firm for a new limousine type funeral coach and ambulance which was custom made and fitted to the chassis Mr. Johnson had been using.

The City Council bought a new 1½ Ton International truck chassis on which was mounted a La France body. The city was also busy that year replacing the old brick sidewalks with cement, doing the south side of Front Street west from the Third Street corner to and including the Williams Hotel and east from that intersection along the Schierbrock property. Later in the year they replaced from Nyquist's bakery east to the alley. The Neola Community Club formally presented the new park to the Town of Neola in December.

The Condon-Cole dragline started grading for the new highway in November. Front Street in Neola was brought up to grade for the new highway, commencing on the west end of town with borrow dirt obtained from property purchased of Mrs. Williams. The first work at the Quaker Oats Co. elevator took a fill of two feet which diminished to a few inches at the Clifton Hotel.

For entertainment that year Billy Angelo's Comedians had a week's engagement in June, offering their attractions in a theatre tent erected on the street. The appearance was under the auspices of the Neola band. During the summer of 1927, band concerts were held on various corners in town, much to Mr. Merrill's dismay, who felt they should be in the new park on the southeast corner of Pearl and Fourth. The Neola Community Club presented "A Womanless Wedding--Dozens Of Beautiful Women And Jazzy Girls And Not A Lady In The Bunch!" "The Big Parade" and "Ben Hur" played at the Phoenix that year.

The American Legion Rodeo was held September 2, 3 and 4, 1927, and was a great success. There was bronc riding, wild steer riding, bulldogging, fancy roping, Indian bareback riding, prizes for the best produce, horse racing, horseshoe pitching, dancing at the pavilion and the Legion Auxiliary had refreshment booths at both rodeo grounds and the pavilion. The affair was held in Jerome Todd's pasture west of town near the pavilion. A band of Omaha Indians from Macy added much color with a pow-wow and dance before each performance. But the hit of the three day show was an event which I will let Mr. Merrill's words describe. "Several men of the city who previously prided themselves on having a certain standing in the community, were requested to enter the arena to act as judges in a contest of a kind that was vague. Each of the persons, of which the editor was one, swelled up like a poisoned pup at being called upon and marched to the front and center. When the trap was sprung every cowboy, rider and Indian on the lot started after the bunch intent on roping them. Events are a little hazy from then on, the editor missing all the sport the while he was busy dodging loops. Three Indians caught him, manhandled him aplenty and let him go after they had clothed him a pair of red bloomers that fit too quick. -- The mob was howling at the speed displayed by Harry Langin, who, regardless of his prominent embonpoint, beat the fastest horse to the fence. He would have got away except some customers stepped on his fingers -- "

Ed Schierbrock, while directing cars, had one back over him, causing a compound fracture of the leg, which necessitated a several week stay in the Mercy Hospital. One of the rodeo riders suffered a simple fracture of the leg and had to stay in town a few days until he could get around on crutches.

Christmas Greetings appeared in the paper from: Standard Oil Co., G. E. Diggle and John R. Lustgraaf; The Pearce Store; Dillon Motor Co.; Neola Department Store; The Quaker Oats Co., V. H. Connole, Mgr.; City Bakery, H. N. Hyquist; Neola Cafe, Mrs. Ray Dewey; Simon Elias & Co.; Sinclair & Bolte; J. A. and J. H. Weber; Langin Drug Store; Green Bay Lumber Co.; John B. Greenlee Market;



1927 Sanning Jensen in front of his
produce shop on south Front Street with
Albert Jensen at left.

Stokely Yards, Inc.; Dawson Grain Co., E. P. Burns, Mgr.; E. A. Rushenberg; C. W. Nevius, D. D. S.; C. O. Brown Barber Shop; Farmers and Merchants State Bank; Bluebird Beauty Shop, Mrs. Currie and Bernadette Thompson; and Mahree Beauty Shop, Mrs. Marie Hegarty.

The last paper of the year says, "Powder River Is Frozen Over"--but despite the bitter cold, it was a success.

In January, 1928, S. C. Jensen installed one of the largest incubating plants in the area. Trays handled nearly 7000 eggs at one setting. Mr. Jensen had constructed a new building to house the incubator. The Phoenix Theatre installed a new player organ in March. Brown's Barber Shop and Milfs Barber Shop both were painted and redecorated. C. O. Brown installed a new water heating system in his shop to supply the three chairs and bath, and Charles Hudson, who formerly conducted a shop across the street, had taken a position with Brown operating the second chair. Marie Hegarty had considerably improved the appearance of her beauty shop on center Front Street by redecorating completely and installing new modern fixtures. Dr. Nevius's suite of rooms above the bank was remodeled in May, with partitions establishing six rooms. A modern front was installed on the A. A. Dorn building occupied by the Dewey Cafe. Sanning C. Jensen installed a new electric powered feed grinder at the rear of his shop.

W. M. Arfmann purchased Harold Pearce's tire and battery store located on Lot 1, Block 28. In April Dillon Motor Co., Ford dealer, sold their business to B. W. Landers and A. D. Trindle of Van Meter, possession given immediately. Mr. Trindle leased the home of C. F. Dillon, the McDonald property on north Fourth Street. H. A. Merrill sold his half interest in the Armory to Howard A. Pearce.

The town council in May adopted a proposal made by Fairbanks Morse and Co. to change over the 220 direct current being supplied, to alternating current. Remodeling of the light plant to accomodate the new engine was begun in May under the direction of Wm. Thomas, local contractor. Neola switched to the new A. C. engine on July 9th. Switching was done in blocks, as rewiring for the A. C. current was necessary.

In May the council fired "First Positive Sewer Gun" by passing a resolution declaring the necessity of a sanitary sewer system. Contracts were let for \$23,849.00 to Craig Construction Company of Des Moines in June. By August sewer pipe was already being laid, with the last pipe going in at the end of September. In the first week of November, the system was put in operation with service extended as rapidly as connections could be made to individual homes and businesses.

May 11, 1928, John Roane, pioneer business man and farmer, died at an age of almost 90. He had been in business with H. Mendel in the 1870's when Neola was still a village of one or two hundred population. John is credited with saying that he went into business because he, John, had the money and Mendel had the experience. At the end of the year, Mendel had the money and he, John, had the experience, so he got out.

In 1928, it rained on the Memorial Day Parade. Neola's band made its first appearance of the season in June, in the park using the band stand. Concerts would be given each Wednesday night during the summer. Angelo's shows returned for an eight day engagement in their theater tent erected north of the K. of C. Hall on Pearl Street. In August, 4000 attended the Farm Bureau Picnic held August 15th.

The American Legion Post held its Second Annual Rodeo in September, with only fair success. Only four riders showed up and the action was a bit slow. In the same month K. M. Blevins was promoted to manager of the Southwest Iowa territory for Manhattan Oil Co. He maintained his residence here and made Neola his headquarters.

In October, G. L. Wilkinson, former publisher of the Reporter stopped for a visit on his way home to Burlington, Colorado.

The Front Street cottage next west of the Joe Barrier home was purchased in November by George M. Olsen from L. G. Merrill. It was undergoing extensive improvements including installation of a new foundation and basement. The Barrier home and the Neola Auto Company next east had also been improved during the year.

A pageant, "Memories of France", was presented at the school on Armistice Day by the American Legion Post. Henry K. Petersen, who had given the main address at the Peace Celebration, November 13, 1918, was the principal speaker. After the program ham sandwiches and coffee were served in the domestic science room. The ham had been baked in Nyquist's ovens.

And the year ends with the American Legion Post playing in "Powder River Sand."

The year 1929 was a very busy one despite the stock market crash. In January James Beebe returned to Neola having purchased the C. O. Brown Barber Shop located in the bank building. With him came his brother-in-law, Virgil George. T. J. Corbett, who had been in Brown's shop, took a like position in Ott Milfs shop.

In January Landers and Trindle placed twelve new Fords with customers. Sinclair & Bolte received their first shipment of "Chevrolet Six" cars. The four cars were all delivered to buyers the next day. Landers & Trindle became local distributors of Skelgas, "a new natural gas product that soon is to revolutionize cooking and heating."

In April Manhattan Oil Co. was bought out by the Independent Gasoline Motor Oil Company. John Von Hebel and Chris Tracy manned the station for them. Dr. W. L. Hayes of Ollie, Iowa, visited Neola in April and arranged to open an office here. He and his family planned to move here in late summer.

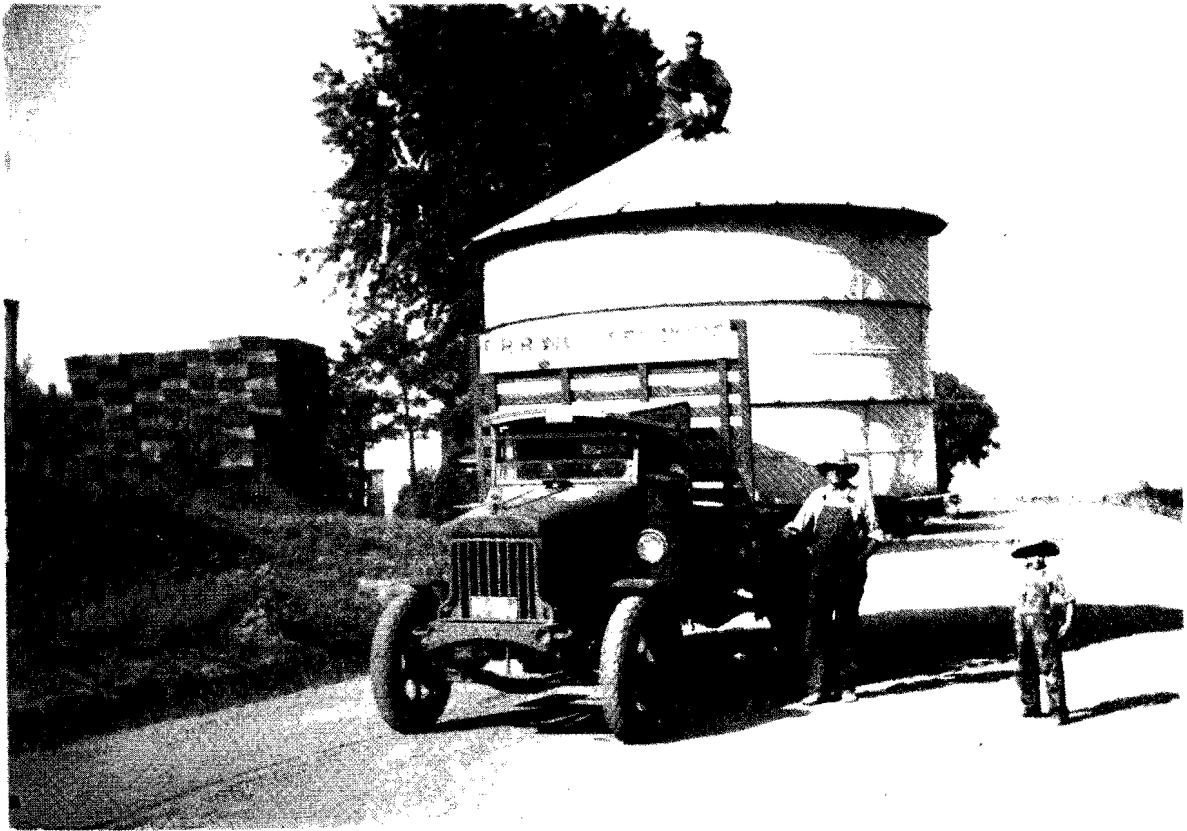
The building in which Ott Milfs had his shop was sold and Ott leased the front portion of the corner Remington building and moved there as soon as partitions were erected to separate the shop from the Connole pool hall and water and heating connections were made.

Howard Gatrost bought out the interest of his partner, Joseph Duschaneck, who moved to Chicago in July.

In June, the Neola Cafe, operated by Mrs. R. A. Dewey was sold to Mrs. K. E. Stephens with possession on June 6th. Mr. Dewey had been transferred to Brayton, necessitating the family move. Miss Thelma Dewey, operator at the local telephone exchange, remained in Neola.

In July Alvin Barrier of the Neola Auto Co. announced he would build a new garage to cost from \$5000.00 to \$10000.00 at a location not yet determined. In August he purchased the A. B. Carver property, Lots 1 and 2, Gouldens Subd. of Block 24, diagonally across Front Street, now the property of Barrier Tire Co. He would erect a 75' by 60' hollow tile building. The contractor was Wm. Thomas. The Carver paint shop at the alley corner and the residence next west would be moved intact to another location. In the next week the shop was moved on rollers up the alley to the rear of Lot 1, Block 24 and placed on a new foundation. The residence was razed.

Mr. Corbett and his son, T. J. Corbett, in that same month purchased the abandoned Standard Oil lot, Lot 1, Block 24, to which Mr. Carver's paint shop was moved. Standard Oil, since knowledge of the new primary highway, had in the past two months built a larger station on Front Street, moving the original station building to the back of the lot. Corbetts purchased the old station and moved it back to its original location. After placing supply tanks and connecting pumps they were able to open a service station the next week.



Late 20's Frank Ring, top of bin, Biff Masker, driver, George Ring, Sr., and George Ring, Jr.



Late 20's The new garage built by Alvin Barrier. L. to R.: Al Brotherton, Paul Schnitker and Alvin Barrier

H. C. Nelson, Neola Shoe Repair, moved from premises south of the McLyman Hotel, the N½ of Lot 15, Block 22, into the Brown building just west of the theater, Lot 6, Block 28.

Hugh O'Neil moved his implement business from Fourth Street near the Milwaukee tracks, the south portion of Lot 8, block 28, to the Remington garage building on the north half of Lot 14 and Lot 13, Block 23.

From the October 13, 1929, *Gazette-Reporter*: "A new bookkeeping machine, installed the past week at the Farmers and Merchants State Bank, is a marvel of ingenuity and purposeful accomplishment. - The unit is a Burroughs and is said to be the last word in modern bank accounting."

On November 14th, J. B. Greenlee sold the feed business he had been conducting in connection with his store to Floyd Oathout, who moved into the quarters vacated by Alvin Barrier and owned by Hugo Heiber, Lot 3, Block 27. Associated with Mr. Oathout was Charles Meadows, who bought cream and eggs.

Thomas J. Ryan died at Mercy Hospital January 10th. The native Neolan, 45 years old, was manager of the Green Bay Lumber Yard. In September, T. R. Clancy was appointed to replace him.

G. N. Remington, pioneer business man, died at his home January 11th at age 82. His family settled in Neola Township prior to the Rock Island coming through. At the time the line was built, G. N. had taken an active part in the construction driving an ox team. In February W. H. Killpack, former Neola attorney, died at Santa Monica, California.

From the March 14th *Neola Gazette-Reporter*: "Front Street in Neola, an almost impassable bog for a few days, is in much better shape. A good, strong team with a light wagon can almost get through there now."

In April a second depositors' dividend was declared by L. A. Andrew, receiver for the failed State Bank of Neola. Checks were distributed the following week.

The Community Club announced that the cottage at the park would be used as a rest room. A June ad announced that Dr. W. L. Hayes, graduate veterinarian had opened an office in the Loeltz Drug Store and was on call day or night.

Billy Angelo and his company of artists appeared for a week under the tent at the corner of Pearl and Third.

After hearing a report by R. W. Hall and J. B. Greenlee of a conference with the Iowa Highway Commission, the council by a four to one vote decided to go ahead with the paving of Neola city streets. J. H. Mayne Engineering Company would be offered a contract as engineer. Front Street would be paved its full width from Bowen Creek bridge on the west edge of town to the east side of Second Street; Second Street to the Milwaukee tracks; Third Street from the Milwaukee tracks to the north side of Pearl Street; Fourth Street from the Milwaukee tracks to the north side of Pearl Street and Pearl Street from the west side of Fourth to the east side of Third, approximately 10 blocks of paving. The paving project moved rather slowly with the paving being poured at the end of October and first week of November. On December 26th, the paper announced the last gap had been filled on the Saturday before, and the streets were opened for use within two hours.

As part of a state-wide highway improvement program, the Moran Construction Company of Omaha was awarded a contract to pave the 5.2 miles of Highway 7 from Underwood to Neola at a cost of \$1.97 per square yard. The paving was completed and opened to traffic on September 29th.

The Phoenix Theatre celebrated its 20th anniversary on November 1st. It was on November 1, 1909, that Mrs. S. J. Brown and son, R. W. Brown, bought the first motion picture house of C. L. Peck.

A. A. Dorn, another of the businessmen from 1880 and 1882, died at Jennie Edmundson Hospital of pneumonia on December 25, 1929.

And the year ends with "Powder River Over Its Banks".

Financial storm clouds hovered, but the business life of Neola continued briskly during 1930, with few signs of effect. The Neola State Bank receivers paid out another 10% dividend at the first of the year, the third to be paid.

Bill Carroll leased the pavilion from Bennet & Hansen in January and opened it with a dance on February 1. The same day Mrs. C. H. Duschanek purchased the Dewey Cafe from Mrs. K. E. Stephens. Mrs. Duschanek moved into the upper story of the building.

In February Mrs. S. J. Brown and Son were busy installing sound equipment in the Phoenix Theatre. This included alteration of the interior for acoustics. The first sound picture shown there on March 2, 1930, was Joan Crawford in "Untamed".

In March Ford W. Dewey, who had been operating a harness shop for the past seven years in the south half of Lot 2, Block 23, sold his business to Joseph Strauss of Minden, possession given at once. In the next week Joe bought the shoe repair machinery and inventory of Henry Nelson and moved it from the Front Street location, Lot 2, Block 28, into his shop.

On April 30th, John B. Greenlee purchased the brick store building south of his store from A. B. Schierbrock. This was the building Joseph Strauss was occupying, so Joe moved his store to the Tracy and White building that Henry Nelson had been located in on Front Street, Lot 2, Block 28.

That month the Phoenix showed "They Had To See Paris" with Will Rogers and "Rio Rita" with Bebe Daniels.

Grading began that spring from east Front Street to connect with the grading already completed 2 miles west of Minden. Prior to this time to go east, one crossed the railroad tracks at Second Street, turned left at the now closed road north of Walt Manhart's home, proceeding east to Hans Vogt's and turned left, going north on the present Arrowhead Acres road and at that point either turned right to go to Minden, or turned left across the railroad tracks again to go north to Yorkshire. Highway 7 followed very closely the present road except for some shortening of corners.

In May Fred Gearheart opened a jewelry repair shop in the Langin Drug Store. John B. Greenlee completed an addition to the rear of the property he had purchased, the addition to be used for storage. He also cut an arch through between the original market and the newly purchased building connecting them.

The official U. S. Census figures for 1930 for Neola were announced as 941 as compared to 896 in 1920. A franchise was granted Northwestern Bell at a special election held in June. A. B., Leo, Anna and Kate Schierbrock re-assumed ownership of the department store from Fred Kurtmann and opened for business July 2, 1930. Freeman Doyle, for nearly 30 years resident Milwaukee agent, died at Jennie Edmundson Hospital at age 67 on July 11th. On July 17th, M. O'Connor closed out his long time store selling his stock to Schierbrocks. The Weber store moved into the location with a grand opening on October 1st. Crandic Bus Lines inaugurated a bus line service August 1, 1930, with a one trip a day each way schedule between Des Moines and Omaha. This schedule would be in effect until road conditions improved.

Vernon Rollins opened a miniature golf course during the summer next to his residence on Lot 5, Block 2, Judson's Third Addn. A second course was opened at the rear of the Corbett Service Station by C. C. Stewart and D. M. Downs.

The Gearheart building, one door west of the State Bank building, was sold to Ott Milfs October 2nd. Ott moved his barbershop from the corner Remington building. One-half of the purchased building, by means of a partition, was occupied by W. J. Monahan from Portsmouth, who operated an electrical equipment and service shop. The other half was Milf's Barber Shop. The Knights of Columbus and the Agate Lodge inaugurated a series of joint social meetings.

In October the Independent Oil Company sold their interests to Phillips Petroleum Company. Neola employees would remain the same. The Neola Legionnaires in October leased the former Weber store building on Fourth Street for their new home. It was opened November 11th with an Armistice Day celebration. A. J. Brownell said this was the year her father located here with an International Harvester Company dealership, located first in the Remington garage building. He later moved to the garage in Block 22 and still later into the Weber store premises on Fourth Street in Block 24.

Powder River ceased to flow. There was no Powder River in 1930.

On January 4, 5 and 6, 1931, "The Big Trail" starring John Wayne appeared at the Phoenix. In the supporting cast were El Brendel and Tyrone Power, admission 35¢ matinee, 50¢ night and children 10¢. At the end of January admission prices were reduced.

George M. Olsen on the Daisy Spears farm three miles northeast of Neola sold his livestock and farm implements January 13th and Moffatt Brothers held a closing out farm sale on January 22nd. George Olsen moved in to Neola on March 1st and assumed operation of the former Joseph Barrier Service Station, Lot 5, Block 27. The station, which had been remodeled a few years prior by George, had living quarters in the rear for the Olsen family.

The Goodenough Road was not good enough and the Harrison County Board in January announced that it would be developed, graded and maintained to connect with the Pottawattamie County secondary highway at the Frank Eckrich corner. F. W. Gardner, local Quaker Oats manager, was replaced in January by Joseph Loeltz, Rockwell City, brother of local druggist, M. A. Loeltz. In March Joseph Barrier built a new oil station west of the Clifton Hotel in Block 24. Joe and his wife moved to the Barnes residence on north Second Street.

In April "Cimarron" starring Richard Dix played at the Phoenix. From the April 16, 1931, Gazette-Reporter: "Prosperity may not be here and it may be quite a way in the future. The dries and wets may still be far apart. The farmers still may be needing relief. - But, since Tuesday, all these things are of minor importance. The baseball season opened that day." The Legion Post in the same month announced weekly Wednesday night dances would be held at their hall throughout the season. The paving on Highway 7 between Neola and Minden was started in April also. Paving was being laid at the rate of 1000 feet daily. In June, the last cement was poured on Highway 7 with the road to be open in ten days.

Landers & Trindle and Sinclair & Bolte exchanged business locations overnight on May 6th. Landers & Trindle were now in Block 22 and Sinclair & Bolte in Block 27. The remaining assets of the State Bank of Neola were sold at auction in June, closing the receivership. A fifth and final dividend for 12% was paid to depositors, making a 52% payment of all accounts. In July, the 1930 corn crop averages were announced with 33.9 bushels being the Iowa average, which was 6.2 bushels less than the ten year average. It was the worst crop since 1924. Drought and heat were blamed.

The city in July signed F. H. Wheeler of Shelton, Nebraska, an experienced city manager and electrical engineer, to have full charge of the Neola utilities system at a salary of \$320.00 per month, from which he was to furnish his own help. J. C. Stinn and J. R. Cavanaugh, present employees, were to be retained.

The Neola Independent School District, as required by law, reduced their tax levy for the coming year by 5%. I notice in 1932 that teachers took a 10% cut in wages. In August, J. L. Stewart replaced Frank J. Hillemeier as manager of the local telephone exchange.

Another change occurred on Motor Row in October. H. J. Overgaard, former auto salesman for Landers & Trindle, bought out the interest of B. W. Landers. The firm was now Trindle & Overgaard. Citizens were busy obtaining drivers' licenses, which would be required beginning January 1, 1932.

M. Minahan, pioneer business man and farmer, died at his home south of Neola at age 91. He worked for the Rock Island as the tracks were being laid across Iowa and in 1873 he bought the farm he owned at the time of his death. In 1877 Mr. Minahan moved his family to Neola and entered business here so that his children would be able to attend school. In 1900 he moved back to the farm having sold out his business interests.

In December, J. B. Greenlee sold one-half interest in his business to F. H. Peterson of Gowrie, Iowa. Mr. Peterson did not stay long.

The storm clouds of economic depression grew ever darker in 1932. The Phoenix announced in January it was cutting back performances and would operate only Friday, Saturday, Sunday and Monday, weekly.

In early February, because of widespread colds and flu, social activities were curtailed and St. Joseph's School closed for two days. Neola and Minden employed a two-town traffic cop, Edwin Lym, of Neola to control high speed and reckless driving, major causes of the high incidence of auto accidents in the community. Later in the year, Mr. Lym was involved in an accident as he drove into the rear of an automobile while in pursuit of a car with a broken tail light. F. H. Masker was appointed by Standard Oil Company to replace G. E. Diggle who had died in January.

Mrs. Fannie Todd of Hotchkiss, Colorado, widow of Dr. Levi W. Todd, died on May 22, 1932. Her nephew, J. F. Todd of Neola, received word that her body would be returned to Neola for burial. Dr. Levi Todd is listed in our businesses of 1882. He had graduated from medical school in 1879 and came to Neola after graduation. Apparently his brother, J. G. Todd, had come to Neola with him. You will remember that J. G. Todd had visited his son here in 1920 and at that time said he was the first teacher in the Neola school.

In the same month word was received of the death of Dr. Samuel N. Harvey, who in 1893 had left Neola for Chicago to begin practice there. He was a graduate of the University of Chicago medical school.

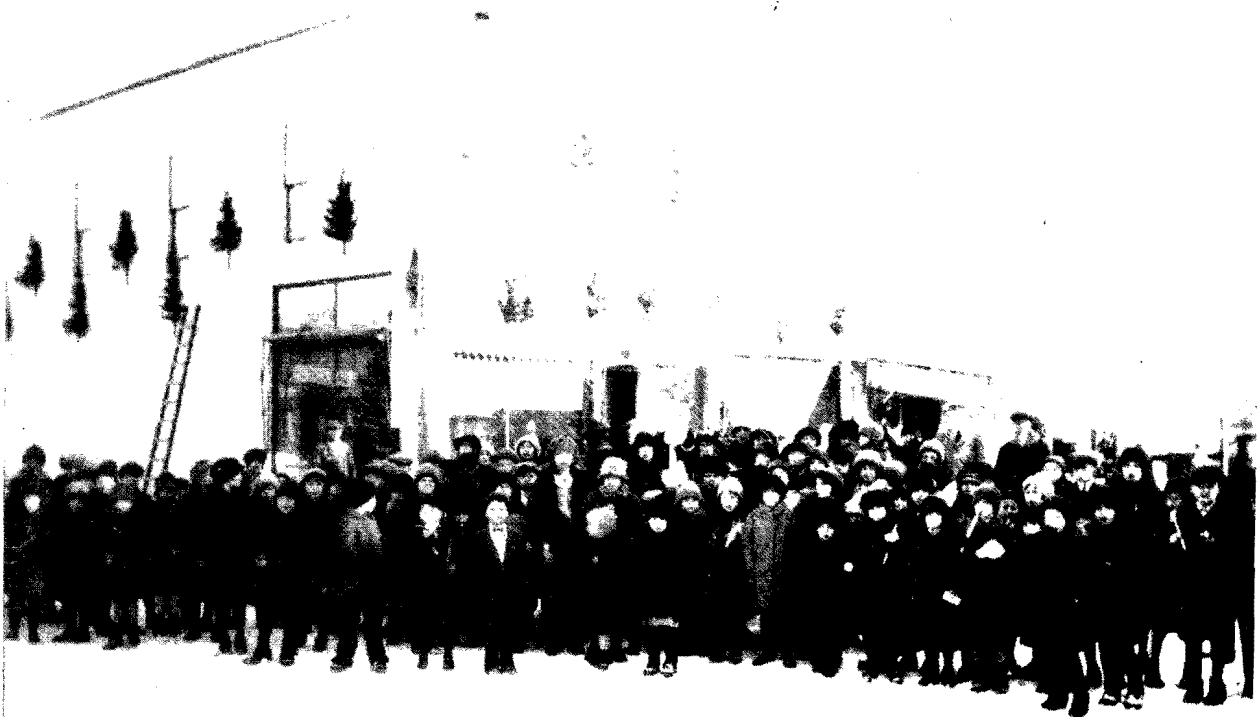
In June, Francis J. Potter, licensed embalmer, opened a funeral home in a residence leased from Mrs. C. L. Peck, located on Lot 9, Block 20, now the home of Marion Ring.

Because of impurities in the public water supply, a new test well was drilling almost 300 feet, the drill bit was lost in the hole and could not be recovered. Because no trace of water had been found, the casing was pulled and the drill hole filled in.

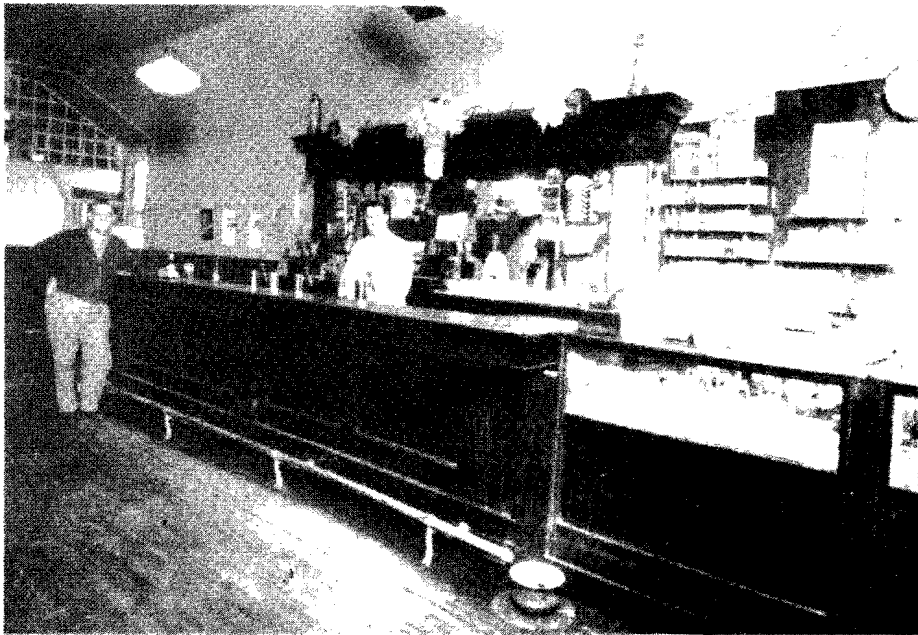
In August changes were made in Standard Oil personnel. H. B. Ring was named to be in charge of bulk distribution replacing F. H. Masker and Harold A. Pearce was named service station agent. W. C. Cole and his family moved to El Paso, Texas, in August, so that he would be nearer a large number of projects his company was in-



1933 The Ancient Mariner cast, a home talent play. L. to R. front row: Ed Burns, Gertrude McGuire, **J. D. O'Connor**, Barbara Grote Cotter, Genevieve Green Porter, **Pat Doyle**. Second Row: Helen Maguire Flannery, Urban Goeser, Vincent Connole, Frank McGuire, Mary C. Burns, and Helen Pruitt.



Early 30's Santa Claus outside Schierbrock's Dept. Store. The store is trimmed with trees and wears a sign "The Christmas Store".



1936 Von Hebel's - John and Paul.



Early 30's Loeltz Drug Store, Leo Hobbins

olved in. Thelma Barrier remembers that her mother and father, Mr. and Mrs. Ray Dewey, returned to Neola and repurchased their restaurant at about this time.

At this point there is a blank in newspaper records, so we will chronicle events in a broader way, without accurate dates. The next few years are bad ones. Thus far in our history we have seen growth all the way. For the next few years, it will be just the opposite. The Great Depression dealt virtually a knock-out blow to small towns. We had already lost clothing and furniture stores because they could not compete with city businesses. Now, even the vital businesses would be hard put to hang on. Not only did the severe economic conditions make it difficult, but the thirties had such severe weather that farmers were almost wiped out between no crops and low prices. Looking at a farm atlas in the thirties, it seems that most of the farms were owned by insurance companies.

Every child growing up in a community has special memories of their childhood years, their teachers and Sunday school teachers, who with their parents molded the future adult. Neola, when I was a child, although I did not notice it then, had to have been a rather sad place. Instead I remember all the fun things there were. The band on Wednesday evenings in summer, with sometimes an ice cream social in the park. The cars parked diagonally around the two sides of the park and adults sat in them listening to the music. The park was full of benches, too, but mostly we kids ran and played during the concert. I remember Howard Geiger looking very handsome in his white suit and Dr. Nevius crooning "Melancholy Baby" through a megaphone. Up to the time of Bing Crosby, professional singers always sang full-out, but Bing had popularized a form of soft, casual singing that was widely copied.

Too, Hal Stones' tent show came each summer. The tent was pitched on Pearl Street north of the K. of C. Hall. I suppose it was what was called a "Toby" show, as Hal himself always appeared as a stupid hick clad in plaid suits with a red wig and painted on freckles, painfully naive, who always outwitted the "city slickers". There was always one beautiful, blonde in the cast with gorgeous make-up that I envied greatly. I understand that Beverly Stoker, a very pretty local girl, married "Irish" McLaughlin, a musician with the show on the stage one summer.

Since we had a family member on the baseball team, we always went to all of the ball games. We had a very good team and if they didn't win every game, they at least played very well and made a good showing. Neil Jessen, O. J. Wyland, Bunny Minahan, **Pat and Junior Doyle, Toots Crowley,** Wayne Ostdiek, Dick Thompson, Ray George, Ellsworth Barrier, Tools Turner, Jack Steele, Ray Jungferman and Ted Dose are players that I remember. **Dan Doyle, Sr. was manager of the team.**

But the salt in our existence was the movie theater. We always went on Sunday afternoon and sometimes, if money was available, we went once more during the week. If we still got in to the movie for 10c, we had to sit down front where the floor was still wood. The carpeted rear portion was for adults. It made the screen rather close and the figures were gigantic. Our taste was catholic. We didn't care whether we watched the Marx Brothers in a raucous comedy, William Powell and Myrna Loy in a "Thin Man" or Bette Davis in a tearjerker. I do remember that we averted our gaze from the mirror in the exit hallway so we wouldn't see our eyes, reddened and puffy from all the tears.

One of the great pleasures of attending was Mrs. Brown. She always took the tickets, attired in either black or white satin. I was always surprised to see how short she was when out of the booth. Inside she must have used a chair that sat quite high, because she looked like royalty in her satin gowns, with her hair done up ornately, dripping with what I assumed were, and may have been for all I

know, diamonds. A tiara, chandelier earrings, rings on her fingers, bracelets and a brooch. She was very strict about deportment in her theater and about paying the adult price when one turned thirteen. It was a rite of passage that one looked forward to with dread. Browns owned an empty lot just east of their house, which would be where Dale Welbourne's home is now. The lot was fenced in and fairly grown up to trees and shrubbery. Inside were dozens of Persian cats, which we used to visit frequently. I remember one cat that had evidently had its back broken and which had a leather and metal contraption strapped to its back, with wheels that served as rear legs. As an adult, when I patronized other theaters, it surprised me that they used mere slips of girls at the ticket booth instead of a dutchess.

In March, 1933, all U. S. banks were closed for a three day "bank holiday". In order to reopen, each bank had to make arrangements with its depositors to accept a reduced amount for money on deposit, the difference to be repaid out of earnings at future dates. Rolland Hall, Charles Minahan, Wm. H. Pogge and Donald Wulff did all the leg-work for the Farmers and Merchants State Bank within the time limit and they were able to go back in business again.

In 1934 the Community Playground Association purchased all of Out Lot 6 from Henry Kuper, to be used as a ball park. In 1938 they deeded the park to the Town of Neola. Except for two strips added on the west edge, this is the present ball park, a facility that year in year out has had more use than any other in town.

Sanning Jensen, who had been buying produce, selling feed and running a hatchery since 1925, patented a feed mill hammer in 1936, and began the manufacturing company known today as Jensen Mills. Sanning, while grinding feed, felt he could make a better hammer than he was using -- and he did.

In May, 1936, the band reorganized. The membership was V. H. Connole, leader; Fred Goodwater and Howard Geiger, solo cornets; David Damitz, first cornet; Herman Kuper and Mrs. Fred Goodwater, trombones; Leo Schmaedecke, drums; Hershel Damitz and H. R. Grote, altos; Erma Campbell and G. P. Pogge, clarinets.

Kittenball was big in 1936. The league included the Guards, White Eagles, Firemen, Standard Oil, Chevrolet, W. P. A. and Farm Bureau. Hubert Zack pitched for the Firemen, Ivan Barrier and George Elias played for the Guards, and Rev. W. J. Kleffman pitched for Chevrolet. Walt Arfmann was in charge of the electric plant in 1936. Other city employees were J. C. Stinn, C. F. Musselman and Hubert Zack. Roy Sinclair had died and it was just Bolte Chevrolet in 1936. Tom Gardner was a candidate for supervisor. Neola Auto Company had the Chrysler-Plymouth agency. The annual parade on Memorial Day still marched from the Armory up the hill to the cemetery.

Harry Langin died November 18, 1936, and although Margaret, his wife, operated the firm for another two years, it was sad to have Harry gone. The drugstore ice cream shop with its entrance on Front Street was a favorite stopping place after the movie. In 1938 the business was sold to Marion J. Spicer of Red Oak.

George Olsen of the Olsen Service Station died in 1937. His wife, Winnie, continued to operate the station until 1947.

In 1939 Swede Nelson returned to Neola from Oakland, Iowa. In 1931 while riding the rails home to the Dakotas, he was ejected from the train in Council Bluffs. He hitchhiked to Neola and got a job by the day for local farmers, the pay 50¢ a day and dinner. After his return to Neola he opened a business in the north portion of the Clifton Hotel and bought eggs and chickens. He also had purchased a feed grinder and did portable milling.

Before we return to records in late 1939, starting at the east end of south Front Street we find Howard Gatrost is still operating the blacksmith shop, the Standard station has Robert Sweeney as manager, Jensen Mills is west of that. On down the block Schierbrocks have absorbed the Remington store building east of them. Walt Arfmann is operating an electrical shop across Third Street. **Rushenberg's shop next door is in charge of Dan Doyle.** Ernie has just moved to California. Tracy & White's building is empty as is the Hegarty building west of it. The Williams Hotel hasn't functioned as a hotel for years. Bishop's Cafe is now A. L. Benway's restaurant. Benway specialized in chili. The theater has flourished. Pete Steele is operating a pool hall next west and west of that, Von Hebel's are still at the same stand, with the Phillips service station still being operated by John Von Hebel. Across Fourth Street west, Bolte's Chevrolet was no longer in existence, but Winnie Olsen is operating her service station and between them is Barrier's Tire Service. Across Front Street, Alvin Barrier's garage is still there, but I don't think Joe Barrier's service station was open. The Clifton Hotel is now all apartments, and the dining room has not served a meal for many years. Bill Carroll has opened a bar in the west portion called the Brown Derby. C. J. "Swede" Nelson's produce business occupies the north portion. Pearce's store is no longer there. Both Harold and Howard have left Neola. Their mother, Jennie, still lives here, but is no longer active in business. The old Weber store building is empty. Corbett's service station is no more. Across Fourth Street, the Remington garage building contains no business. Mr. Carver's paint shop may have been in the first building north of the garage and perhaps Charlie Hudson had a barber shop in the next building north. L. B. Johnson is in business south of the garage and has added Jack Farrell as an associate. Elias's store is operating in the corner Remington building. East is the bakery with Mr. Nyquist. The Hicks jewelry store location is empty although I remember a small cafe operating there part of 1939. The Neola Cafe has been sold to Mr. and Mrs. Elmer Kading. The Weber store next east had quit business and the location is empty. Mike Loeltz has left Neola and the building is now Hans Larsen's Blue Ribbon Inn. Across the alley Dr. Boland's little office contains Agnes Sporrer's beauty shop. The barber shop next door still has Ott Milfs in business and Jim Beebe and Virgil George are still in the bank barber shop. Spicer is now operating the drugstore and the bank is still on the same corner. John B. Greenlee left Neola in 1935 and sold the market to Guy Howard, with Harold Howard as manager.

Anton Goeser is in business yet north of them and on up the street, C. N. Walker and the Brandenburger sisters. On the east side of Third Street, Gibbons gave up the hotel several years ago and Walter Rief had bought the building on tax sale in 1937. I don't believe it was operating as a hotel at this time; it may have been used as apartments and the annex was frequently a professional type office. I don't think Joe Strauss was in the harness shop next door either and the Elias store on the corner would be empty. Trindle & Overgaard were long gone. The building was occupied by Roy Brownell's International Harvester firm. Dr. Hermesen has left town, but Dr. H. W. Mathiasen has an office on the second floor of the bank building. Dr. Ever Ogesen still has a dental office on the second floor of the bank building. Dr. W. L. Hayes is still the vet. Green Bay Lumber Co., with Asa Staley as manager, and Stokely Yards, Inc., with Asa Schmaedecke as manager, are still here. Frank Stokely has left Neola, however, and moved to Perry, Iowa. Joe Hobbins is operating the Standard tank wagon and H. B. Ring has the Phillips bulk tank. The Potter Funeral Home is still located on Second Street. The new St. Patrick's Hall has been built in 1938 and the guard is using it as an Armory.

In July of 1939, the county announced that 263 W. P. A. employees would be terminated. The local W. P. A. would be affected to the extent of several men. They were at present working on the ending of the public school gym project, tearing out the partitions between the original school and the new gym. During the depth of the depression, the W. P. A. was created to encourage local employment by furnishing a portion of the cost. The agency also sponsored historical writings, murals and other art works, and also playwrights, from which workshops sprang many of the famous artists and writers of later date. Dr. Leon Walker announced in July that he would be moving his practice to Collins, Iowa. His office had been in the McLyman Hotel annex. By November, 1939, with the European continent involved in World War II, the local National Guard unit was holding drills twice a week.

At the beginning of 1939 Ott Milfs had been operating his barber shop in the building he had purchased several years before which would now be the east half of Phil's Inn. During 1939 he gave up his building and moved next east into the State Bank of Neola building. Sometime during the next few months A. L. Benway moved his restaurant into the building Ott had left.

Fred Hansen of McClelland, Iowa, purchased the Clover Farm Store in November from Guy Howard, who moved to Des Moines. The name was changed to the Farmers Cash Store and was managed by Harold Howard. The new gymnasium was dedicated in November. Its total cost had been \$27,000.00.

In December the Standard Oil station, managed by Robert Sweeney, was so heavily damaged by fire that an intensive rebuilding would be needed. C. F. Putnam, new owner of the Schierbrock garage building, began remodeling it in August "into a new super-service station". On December 15, 1939, Virgil George as manager opened the new Shell station.

The Neola guard unit that month held a one week intensive field training at the armory. The firemen sponsored Santa Claus "in person" after the Christmas show at the Phoenix. The Christmas show had been an annual event for many years. The Saturday before Christmas a special matinee consisting of comedy short subjects was shown free of charge to all children in the community. On leaving the theater the Browns presented each child with a Christmas treat. I remember it usually being oranges.

The Fifield service station, located in the Joe Barrier service station premises, held a grand opening on December 23rd. They handled Mobil products. I notice an ad by Farm Service Company with H. H. Carpenter.

Christmas ads were: Joe Hobbins, Standard tank wagon; City Bakery, H. N. Nyquist; Farmers Cash Store, Harold Howard, Mgr.; Potter Funeral Home; Virgil George, Shell Products; Schierbrock Department Store; Neola Electric Shop; Spicer Drugs; Fifield Service Station, George Fifield, Mgr.; **Dan Doyle, Jr.**; Brownell Implement; W. L. Hayes, Veterinarian; H. W. Mathiasen, M. D.; Green Bay Lumber Co., Asa Staley, Mrg.; Dr. E. J. Ogeson; Neola Auto Co., Alvin Barrier; Dawson Grain, Ed Burns, Mgr.; Barrier Tire Service; H. B. Ring, Phillips Bulk Oil.

John P. Organ, first mayor of Neola, died at a Council Bluffs hospital in February, 1940. At the time of his death, he was the dean of the Pottawattamie County bar. He had come from New York to Iowa as a youth and attended the University of Iowa law school. After graduation in 1880, he went to Colorado to start practice. Disliking his location, he decided to return to Iowa, packed his law books, shipped them, and entrained east. Upon reaching Council Bluffs, he was notified that his books had suffered some damage, were at Neola and that he should go there to settle the damage claim. While strolling around town, he like what he saw and decided to open practice here. The year was 1882. In 1888 he was elected County Attorney and served three terms. In 1898 he moved to Council Bluffs.

In February, 1940, the Deluxe Beauty Shop owned by Agnes Sporrer was sold to Mrs. Elmer Kading. It was operated by Alma Jorgensen of Atlantic. In March Benway's Cafe and the Fifield service station were both burglarized. On March 8, 1940, John S. "Steve" Hermesen died at an Omaha hospital at age 75 after being struck by a car. He had moved to Omaha in 1927 after the closing of the Neola State Bank which he had headed.

The Brown Derby, a tavern operated by Charles Hickox, was raided on April 6th. No illegal liquor was found and no arrests were made. It was believed that the raid was precipitated by a Neola high school student being found intoxicated, and, although he would not state where he had obtained the liquor, it was believed to have been from the Brown Derby. No other establishments were raided.

Although federal laws allowed the sale of liquor, Iowa laws did not. It would be more than twenty years in the future before the liquor-by-the-drink law came into effect. Meanwhile tavern owners tried to tread a very thin line between catering to their customers' desires and the laws of the State of Iowa. Frequently raids would occur on all of the establishments in a town at the same time after a discreet call had been placed warning the tavern operators that such would be occurring.

Seward J. "Jerry" Brown died at his home on April 8, 1940. Marion Spicer bought the National Guard Armory building and razed it to build a residence. Work started on the house in June. The National Guard had been meeting at the new St. Patrick's Hall.

Marshal Hubert Zack and Constable Charles Meadows in August tore down the building on Third Street that until recently had housed the Strauss Harness Shop. The building located on the north part of Lot 16, Block 22, had been built more than sixty years before and was at one time the home of the Neola Reporter. It had housed the office of Dr. I. T. Van Ness, a meat market, and a tea room.

In August the National Guard spent a Saturday night and Sunday at target practice at a rifle range in Council Bluffs. In this month, I notice L. B. Johnson and Jack Farrell are advertising separately and evidently their association had been dissolved. If I remember correctly, Farrell moved up Fourth Street into the building on Lot 12, Block 23.

This month approval came for another W. P. A. project at the public school, the resurfacing on the playground, with federal cost to be \$1537.00 and the school to pay the balance, anticipated to be about \$300.00. Twenty-four men would work on the project.

In August, I find an ad for Doyle's Cafe, which would be the Rushenberg building which had recently been purchased by Rose and George Rodenburg. Land was advertised that month for \$50.00 to \$90.00 an acres.

On October 16, 1940, the selective service law went into effect. All men between the ages of 21 and 36 had to register for possible duty. Emanuel Reichart died at Hobart, Oklahoma, at the age of 94. His body was returned to Neola for interment.

The Milwaukee "Hiawatha" streamlined train came through in early December on a test run from Chicago to Council Bluffs and would have a twice a day schedule starting December 11, 1940.

The National Guard was to be mobilized soon, but dates had not been set because camps for them had not been completed. The guard units were to help train the 800,000 selective service inductees expected by June, 1941.

Season's Greetings from Ernie Rushenberg, Glendale, California, were published. Christmas ads were: Federated Church, J. Riley West, Pastor; Neola Electric Shop; Nyquist City Bakery; Neola Auto Company; Farmers Cash Store; W. F. Hubbard, Potta. County Farm Insurance; J. M. Farrell, licensed embalmer; Barrier's Service Station;

Doyle's Soft Drink Parlor; St. Patrick's Parish, Rev. W. J. Kleffman, Pastor; Neola Fire Department; R. W. Hall, Real estate and insurance; Neola Cafe, Mr. and Mrs. Elmer Kading, Prop.; Sweeney Service Station; Maple Grove Dairy, Jos. Matthews, Prop.; J. G. Bardsley, Attorney-at-Law; Neola Gazette-Reporter; Trinity Lutheran Church, J. Tews, Pastor; Dr. E. J. Ogeson, Dentist; Spicer Drug Store; Green Bay Lumber Co.; Schierbrock Dept. Store; Dr. H. W. Mathiesen; Deluxe Beauty Parlor, Alma Jorgensen; Neola Oil Company; Miller Transfer.

The mobilization of the National Guard, Headquarters Detachment, 3rd Battalion, 168th Infantry, under the command of Acting Commander 2nd Lt. U. B. Goesser, was mobilized February 10, 1941. First Lt. B. U. Bolton was at Fort Benning, Georgia, attending officer's training school. The guard had a two week encampment at the local armory.

In February, 1941, Charles Hickox, operator of the Brown Derby, was arrested by Sheriff's officers early one Sunday morning when the officials were called to the cafe to stop a fight. Glasses of whisky were openly on tables. Mr. and Mrs. Hickox agreed to dispose of their place of business before the week was out rather than stand trial.

On March 1st, the Neola guard unit entrained at Neola at 7:30 P. M. A community parade of several hundred with Neola and Underwood bands accompanied them from the Armory to Third and Front Streets, the site of the old depot where the train stopped. They were to go to Camp Claiborne, Louisiana, which they reached on March 3rd.

In May, 1941, Dr. E. J. Ogeson, Neola dentist since 1933, was ordered to report for active duty at Ft. Francis. In June, the Williams Hotel building on south Front Street was razed. Shortly before this the Tracy and White building had been torn down and the old Langin residence on Third Street. The residence was located between the K. of C. Hall and the Neola Township Hall.

J. G. Bardsley died October 5, 1941. He had been born on a farm west of Neola on November 22, 1853. He was injured as a youth and was temporarily unable to do farm work. He came to Neola to clerk in a store and remained in town for the rest of his life. He had always said that he had helped with the first official plat of the town. If so, he was only 16 at the time. The plat was made in 1869, but it was not filed until 1873. Monroe J. "Jack" Steele had said that he took part in the original laying out of the town. Undoubtedly both of them were present at the time and could well have done so.

In August of 1941, Dr. O. E. Holm of Little Rock, Iowa, moved into Dr. Ogeson's office. Neola had been without a doctor since H. W. Mathiasen was called to active army duty. In September H. N. Nyquist sold the bakery to William Newman, who had been employed at the bakery for several years. Mr. Nyquist had purchased the bakery from A. H. Wick in 1914 and started on July 2nd of that year.

The Methodist Church property was sold December 6, 1941, the building to S. C. Jensen for \$250.00 and the lot to Marion Spicer for \$75.00. The church had been built while Rev. Helmick was minister.

Lizzie Williams died December 6, 1941, at almost 89 years of age. She had been born August 20, 1853, Elizabeth Ann Beem, in a covered wagon drawn by a yoke of oxen on open prairie in Madison County, Iowa. Her parents and she were with a band of thirty-five families called the "Drake Colonization" party, all coming from England and Ireland. It was she who had been operator of the Williams Hotel. Her home had been on west Front Street where the Dairy Whip now stands.

January 22, 1942, Vincent Connole, 52, died at his Council Bluffs home. He had left Neola in 1934.

By March, all of the Neola men who left with the National Guard were in Ireland. Sugar ration books would soon be out. The ration was 12 ounces a week and the stamp had to be surrendered to the merchant when the purchase was made. He turned in the stamps to obtain a new supply of sugar.

In April, 1942, H. B. Ring sold the Phillips 66 tank wagon to Melvin Luchsinger of Minden. Hubert Zack replaced Cornelius Musselman at the light plant in July. Charles Meadows replaced Zack as marshal. In August, Postmaster Grace Ryan announced V-Mail forms could now be obtained free. This entailed the use of micro-filming of letters written on V-Mail forms. The micro-film was then flown overseas and the letter reproduced actual size. V-Mail arrived much faster than regular mail, but since its size was sharply limited, we all wrote regular type letters too.

In June Mr. and Mrs. Simon Elias retired as operators of the Elias store and their son, Edward Elias, assumed charge. It was operated under the name "Blue and White Store". John Elias was manager.

In September the building owned by George Elias just east of the theater was razed. George moved his equipment west to V. H. Steele's pool hall building on the east half of Lot 7 in the same block, Block 28. The razed building had formerly housed Mrs. Eastwood and the Hegarty sisters millinery shops and C. L. Peck's, Bishop's and Benway's restaurants. At this point, the buildings that occupied all the area now comprising Centennial Park had been razed, the home on Third Street that we spoke of earlier, and the frame building on the corner of Third and Front which had housed successively Stewart's general store, the Jacoby Shoe Store and the Elias store. The Joe Strauss Harness Shop building just north of this had been torn down also. Wits joked that if bombers came over, they would pass us by thinking we had already been hit, judging from the many buildings missing at that point.

Gas ration books were issued in November, which would also, by cutting down sharply on the number of miles driven, save on rubber. Coffee rationing began that month. On December 14th, a test blackout was held. Perfect darkness had to prevail after the blasts of the power-house siren. Windows of homes and businesses had to be equipped with special curtains during blackout if all lights were not extinguished within.

Simon Elias, 62, died December 31, 1942, at Phoenix, Arizona, where he had gone a few weeks previously for his health.

In January, 1943, word came back that Mack Steele had been killed in action in Africa. I don't think we knew that the Neola guard unit had been moved into action, and this was our first intimation of the tragedy that had occurred. Soon missing in action reports would come.

Registration for Ration Book 2 took place in February. This would cover canned and dried fruits and vegetables.

In March word came that five members of Headquarters Detachment were missing in action February 17, 1943. The names given were Bernard Schnitker, Wade Nyquist, Paul Hermesen, Leon Arfmann, and Captain Bernard U. Bolton. But that was only the beginning.

By the end of the month the missing in action group grew to include Virgil Cook, Harold Floerchinger, Gerald Goeser, Owen Jessen, Julius Jokumsen, Aloysius Kenealy, Richard Throckmorton, Donald Vogt, Marvin Young, William Young, Robert Caster and Layman Saltsman. James B. Cavanaugh in the Pacific theater was also reported missing in action. These men were later classified prisoners of war.

Stokely Yards, Inc. bought out the Green Bay Lumber Company in May, 1943. The stock was removed from the building and taken to the present Stokely Yards premises.

By July, 1943, the following were rationed: Tires, gasoline, fuel oil, coffee, sugar, processed foods, meat, fats, cheese, canned fish and shoes. No cars were manufactured after 1942. Price controls and rent controls were invoked. These conditions existed until the war emergency was ended in 1947. We observed the blackout now, couldn't drive anywhere, couldn't buy nylons or cigarettes except under the counter, wore paper shoes which were not rationed, couldn't buy tuna fish, saw no males over the age of sixteen or under the age of forty, life was rather dreary. Grant was right; war is hell.

On August 14, 1943, at age 71, Mary E. Brown of the Phoenix Theatre died. Her obituary said, "She was strict yet fair in all her dealings."

In September word came that James B. Cavanaugh died in a Japanese Prisoner of War camp.

In October, with all the privations we were enduring, we suffered yet another cruel blow--withholding tax began.

Denis T. Jones, former superintendent of schools, entered the Farmers and Merchants State Bank. Ralph Hall, former vice-president, retired during the year and Mr. Jones filled the vacancy left.

In February, 1944, Father Kleffman retired. His health had been failing for some time. He was replaced by Rev. Joseph P. Shaw, who came to us from Winterset.

The garage last occupied by Trindle and Overgaard was purchased at tax sale from Pottawattamie County by M. J. and Anna M. Clancy in February. Walter Rief had purchased the McLyman Hotel in 1937 in the same manner. In 1944 he sold the hotel building to Gregory H. and Elva Velder.

Herman Hansen, tower agent, died April 19, 1944. In September Alvin Barrier sold to his shop man, Victor T. Petersen, the garage, tools, implements and his home, located on Lot 9, Block 24. Alvin purchased and moved to the Trissler home, now the home of Pauline and Joe Welbourne.

The invasion of Europe came in June, 1944. By this time selective service draft and voluntary enlistments had taken all eligible men from the community.

The Roll of Honor erected after the war showed the following men and women: Alice Langin, Ned Hayes, Harold Harman, Raymond Hough, Paul Hedegaard, Wilber L. Hubbard, Wayne L. Hammerand, Joseph Hansen, Joe Hobbins, Paul Hines, Raymond Jungferman, Philip Doyle, Philip Floerchinger, John J. Kenealy, James Cavanaugh, Francis L. Sampson, Merle A. Jones, Leroy Floerchinger, Norbert Talty, Bernard Bolton, Eugene C. Floerchinger, Bernard Heath, Joseph R. Floerchinger, Andrew Anderson, James Beedle, Perry Beedle, Forrest L. Jessen, Albert J. Jensen, Marion F. Knott, James J. Langin, James T. McGinty, Paul H. Miller, Kenneth McCart, George R. Matthews, E. J. Ogeson, Nicholas V. Peterson, Alvin J. Peterson, Marion F. Ring, Albert Swanson, Ralph E. Spencer, Max R. Stoker, Andrew A. Peterson, George T. Ring, John Arrick, James Joseph Arrick, Herman Bernitz, Rudolph Brummer, Paul Doner, Merle G. Elerbeck, Damian Floerchinger, Harry Waters, Ben Campbell, Donald Sampson, Paul Von Hebel, Lloyd T. Ring, James Waters, Cyril V. Walker, Paul F. Ring, Julius W. Witt, William B. Waters, Wilbur J. Waters, Billy Ryan, Otto M. F. Ratajesak, Lamar H. Hartje, William R. Schnitker, Robert P. Sweeney, Lloyd Sampson, Ottis Fausett, Calvin Leaders, Donald G. Gunderson, James A. Ring, Dan L. Welbourne, Francis Harman, Raymond Harman, Orville Kelts, Max Jessen, Vincent Kenealy, Raymond Kenealy, Kenneth Campbell, Urban B. Goeser, Julius J. Jokumsen, Daniel N. Cavanaugh, Timothy D. Donovan, Joseph N. Goeser, Owen E. Jessen, Harold R. Floerchinger, Clinton E. Kelts, Gerald J. Goeser, Robert J. Berens, Keith L. Beebe, Paul F. Cavanaugh, Virgil C. Cook, Aloysius J.

Kenealy, Quinton Meadows, Robert R. Pickernell, Francis J. Potter, Layman Saltsman, Mack D. Steele, Paul J. Hartje, Lawrence Krantz, Emmett McDonald, Ervin Muncie, George Messerschmidt, Cletus McDonald, Darlene Orme, Marvin L. Young, William W. Young, **Thomas Ryan**, Wilbur Gallup, Paul Hermesen, Richard Throckmorton, Neal Bardsley, Bernard Schnitker, Wade Nyquist, Leon Arfmann, Edward Schnitker, Francis Ausdemore, Ralph Ray Brown, George Berens, Wendell Cross, Derald Carlson, Ambrose Ausdemore, Maurice Corrin, George F. Cook, Joe R. Christiansen, James P. Cook, Donald Moffatt, James Moffatt, John Moffatt, Walter Manhart, Jerome Schnitker, Thelma Floerchinger, Harold Delanty, **Dan Doyle**, Jeremiah J. Donovan, Paul E. Fischer, Lawrence R. Ellithorpe, Richard N. Ellithorpe, John Elias, J. M. Farrell, Jerome Floerchinger, Maurice Friedman, Helen C. Grote, Marie Goesser, Donald Vogt, Paul Tawser, Max Rodenburg, Kenneth Miller, George Stevens, John Newland, Richard Moffatt, Roscoe M. Casson, Jesse E. Iden, Earl Paulson, Gail Sutton, Alvin Short, Robert Hansen, Earl Rodenburg, and Verna Hubbard, a total of 159. Additionally many people from the community moved to the west coast to work in defense plants. There was a large bomber plant in Omaha at which locals worked.

In May, 1945, the hostilities in Europe ceased and we concentrated all our war effort on the Pacific theater. After two A-bombs had been dropped on Hiroshima and Nagasaki earlier in the month, on August 15th the war in the Pacific ended also. Soon men would be returning, rationing and price controls would end and we could take up the thread of our lives again.

Before that, we will assess the damage done. Died in service were: Andrew Anderson, Ralph Ray Brown, Ben C. Campbell, James B. Cavanaugh, John J. Caster, Thomas Downs, Ottis Fausett, George C. Hadfield, Leon McCauley, Herrig McClurg, Lloyd Samson, Mack Steele, Raymond Soppe, Norbert Talty, Marvin L. Thomas and Eldred O. Welbourne. **Wounded were:** Neil C. Bardsley, Calvin C. Campbell, **Philip Doyle**, Richard Ellithorpe, Wilbur Gallup, Raymond O. Hough, Ivan L. Eimes, Robert Hough, Max M. Jessen, **Vincent Kenealy**, Eugene C. Knott, James J. Langin, Donald Moffatt, **Robert O'Connor**, Robert Pickernell, Ivan W. Redinbaugh, Mark Stageman, and Fred M. Steele. Missing in Action were: Lamar Hartje and William Messerschmidt. Prisoners of War were: Leon Arfmann, B. U. Bolton, Charles Caster, Virgil Cook, Joseph Delanty, Harold Floerchinger, Gerald J. Goesser, Paul Hermesen, Owen Jessen, Julius Jokumsen, **Aloysius Kenealy**, Wade Nyquist, Earl Rodenburg, **Thomas L. Ryan**, Layman Saltsman, Bernard Schnitker, Richard Throckmorton, Stephen H. Wurtz, Donald Vogt, William Young and Marvin Young. By May, 1945, all of the European prisoners of war were on their way home.

In 1945, Marion Spicer joined the bank crew. In May, T. J. Frey bought the Neola Gazette-Reporter from L. G. Merrill, whose health had been failing some time. He had operated the paper continuously since 1906. H. A. Merrill, his son, had been replacing him at the news office for several months. Tom Frey had been released from the U. S. Navy in December, 1944, and came here from the Odebolt Chronicle where he had been editor and advertising manager. Tom assumed operation of the paper on June 1, 1945.

Ads appearing in the paper in May, 1945, were: Walter Rief; The Elias Restaurant; Neola Transfer, W. L. Hadfield; Neola Tire Shop; Roy Brownell; Farmers and Merchants State Bank; Loney Ice Cream Parlor; Blue and White Store; Nelson Feed and Hatchery; Paul's Place; Victor T. Petersen; Stokely Yards, Inc.; Neola Light and Water System; Frank Ring, Trucking and Phillips Gas Service; Gazette-Reporter; Ellis Driver, Trucking; Schierbrock Department Store; Spicer Drug Store; Dawson Grain Co., E. P. Burns, Mgr.; L. C. Krantz; Farmers Cash Store; Benway's; R. W. Hall, Insurance; W. F. Hubbard, Insurance; The City Bak-

ery; The Blue Ribbon Inn; Farmers Service Oil Co.; Max Barrier Repair Shop; Neola Oil Company, Shell Products.

The Elias Restaurant was located in the former Dewey restaurant building. Walter Rief had been selling Skelgas, supplying the Council Bluffs area as well as Neola, Loney Ice Cream Parlor was in the E. A. Rushenberg building, and L. C. Krantz was in the garage building on Lot 16, Block 22. Max Barrier's garage was located on Lot 4, Block 27, in a building moved from the Green Bay Lumber Yard after it was closed.

Additional ads later in the year show W. H. Waters, roof and chimney repairs; George Soppe, painting and decorating; Olsen Service Station, Skelly Products and Dry Cleaning; Neola Shoe & Harness Repair Shop, C. F. Sealock; and the Velder Hotel, rooms by the day or week. The C. F. Sealock shop moved into the building C. N. Walker had been using.

Francis J. Potter leased the Phillips 66 service station in August, 1945, the first of the returning service men to open a business in Neola.

The year 1946 was a busy one. As men returned from war the pace of life quickened. On April 6, 1946, Walter Rief opened Rief Appliance and Hardware located in the renovated Green Bay Lumber Company building in Block 21. The building as remodeled measured 112 feet by 40 feet and carried a line of furniture. Associated with him was his son, Ray Rief.

The bank enlarged its quarters in October incorporating the Front Street drugstore "L". Vic Petersen started the construction of two new frame steel buildings to house John Deere implements. The American Legion opened quarters formally on New Year's Eve, 1945. Ralph Arner purchased the Spicer Drug Store. Alvin Barrier purchased the Remington garage building and remodeled the lower floor and the front to house Neola Auto Company. Viola Strong opened the Neola Beauty Shop March 25th located next to the alley on north Front Street, now the west portion of Phil's Inn. M. E. Talty sold his seed and feed business to George Armstrong. John Sweeney and George T. Ring, Jr. opened insurance offices in the Gazette-Reporter building in May. The Gazette-Reporter building had housed the post office for many years, with the post office using the large center room and the paper the left side smaller area. By this time the post office had been moved to North Front Street to the building that is now Von Hebel's. I would guess that when George L. Wilkinson was both postmaster and business manager of the Neola Gazette, both were moved into the same building for convenience. This would have been in the early 1900's.

Fohey's Cafe changed hands in June with Harvy Norris taking over the cafe located in the Velder Hotel. Dr. H. W. Mathiasen re-opened a doctor's office above the bank. In August Ray Craft purchased the Neola Auto company and took over the Chrysler-Plymouth agency. Dr. J. E. Denefe opened a dental office in October in Dr. Ogeson's former quarters. Stinn Electric Company moved November 1 into the building purchased from Russell Hickie, the former Hicks jewelry shop building. Jack and Ray Stinn had been conducting business in the building on the south half of Lot 12, Block 23, immediately south of the swimming pool. Winnie Walker purchased that building and retired from the service station. Everett Barrier assumed operation of the station.

Nelson Feed and Hatchery completed a large addition to their hatchery in November increasing the hatching capacity to 60000. In December, H. N. Nyquist sold the City Bakery to Ruel Orme. Benway's Recreation and Tavern was sold to Orland Christo, possession given December 15.

Grace Ryan resigned as postmaster and Mary Burns, with Bernard Schnitker as assistant, became the new postmaster in December.

Dr. W. L. Hayes, longtime veterinarian, died October 29th. In November Dr. F. H. Brown, graduate veterinarian, purchased Dr. Hayes practice.

Two days later on October 31st, Edward Elias died at a Rochester, Minnesota, hospital. John Elias, Eddie's brother, joined the Blue and White firm, having sold his restaurant to L. P. Lintz of Missouri Valley.

During 1946 the ballpark acquired an additional 1.5 acres from J. F. Todd. The city council approved the purchase of a new \$25,000.00 engine for the light plant. Roy Brownell tore down the old store building south of his business premises. This possibly was the original Morgan store. Frank Ring razed the old frame building north of the Clifton Hotel. The first Hoo-Doo Day was held September 13th and 14th, with a three ring circus.

In January 1947 Henry F. Rohling, Jr. opened a law office in the Gazette building. Later in the year he moved to a second floor office in the Blue and White building, the old Remington corner store. In February Bob Morrissey took over operation of the Phillips "66" station. In that month also Frank Wood leased the Olsen service station. The Conoco truck was now operated by Wilbur Lee. L. B. Johnson retired from business in March after 57 years. He sold his two story block building to Wilton Hough.

An April house-to-house survey under the direction of Mayor R. J. O'Connor revealed many differences of opinion as to the question of blacktopping the streets. Nevertheless, over the next few years many, if not most, of the streets would be blacktopped, getting us out of the mud at last.

Ruel Orme sold the City Bakery to Doyle Petersen in April. In July, Ruel became a rural mail carrier, as was his father before him.

After the purchase of the Green Bay Lumber Yard in 1943, the building was emptied. Walter Rief purchased the premises and began a hardware and appliance store and also handled Skelgas. In May of 1947 he sold a half interest in the store to H. Christofferson. In that month George T. Ring, Jr. joined Petersen Implement as sales representative. Petersen Implement, located in the old Neola Auto Company premises in Block 24, and the John Deere dealership.

J. H. Madsen, former Rees Gabriel & Co. manager here, died at age 80. The Clark Sisters, vocal group with Tommy Dorsey's orchestra, visited their parents here in May, Mr. and Mrs. W. J. B. Clark. Mr. Clark was a rural carrier out of the Underwood office.

In July E. F. Cotter, who had started at the bank in 1894, resigned as President. Rolland Hall became President; Marion Spicer and Denis T. Jones, Vice-Presidents; and Traverse L. Hall, Cashier. Other employees included Gladys Dobernecker, Joan Brich, and Virginia Schnitker. The bank installed a new Burroughs bookkeeping system in June, 1946.

In July construction began on a grandstand at the ballpark. It was to seat 300. The ballfield was relocated slightly to increase the outfield, taking advantage of the acreage purchased the prior year.

There is a news story in July that L. C. Krantz had purchased a new small plane and was issued a private flying license. Jesse Purcell, who with his wife Mary, had been operating a cafe in the Rushenberg building on south Front Street, died of a heart attack in July. He had been operating the cafe since 1945.

In August, Phil Floerchinger began as a rural mail carrier, replacing Quinton Meadows. In September two of our long-time business men died, Amos B. Carver and Joseph Barrier. Also in September, the Norris Cafe was sold to Mrs. John Floerchinger. Located in the Velder Hotel, it would be called "Kate's Cafe".

Hoo-Doo Day was held September 11, 12 and 13th. A fireworks display was added that year. A jeep was the drawing prize.

Later in that month, C. N. Walker, who had operated a hardware and plumbing business for forty years, died as he was returning from a visit to his son, Dr. Leon Walker, at Remsen. Alchin L. Purdy, former druggist, died that month also.

A delivery of telephone books in October revealed an increase of 108 subscribers in 1947. Neola Locker Plant had a grand opening in October. The former Johnson building had been converted into a locker plant by Wilton Hough and was operated in conjunction with the Neola Blue and White Store. Ralph and Hazel Brown, who had been operating the Phoenix Theatre, installed a modern, colorful marquee. Dan Doyle opened the Neola Recreation Parlor two doors west of the Phoenix Theatre in November. The Commercial Club that year offered at Christmas time prizes for the most attractively decorated homes.

In January, 1948, a new 350 HP engine was put into operation at the light plant. Joe Hobbins took over the operation of Virgil George's service station located on Lots 1 and 2, Block 27. He would handle Skelly products.

In March local light rates were hiked 1¢ per kilowatt hour with a minimum of \$1.75 per month. Also in that month, Marion Spicer purchased a controlling interest in a Lenox, Iowa, bank. He and his family left for their new home during the summer.

On April 8, 1948, Schierbrock's Department Store was completely destroyed by fire. The original H. Mendel building built in the 1870's and the smaller building east which had housed J. G. Bardsley's store were gone. Gone too were the charge account records that Schierbrocks were notoriously generous with. Many people paid their bills on the basis of their own records, but the store suffered an uninsured loss in that area. The store headquartered at the Gazette office and began building a new store in May, 1948, a 50 foot by 60 foot building of block. They reopened for business on July 22, 1948.

Roy Brownell sold his International Harvester Company franchise and implement business to Clinton Erickson and Stanley C. Nelson in April. Francis Fischer was named the new Standard station operator. Al Nelson took over Molgaard's blacksmith shop, formerly that of Howard Gatrost, and Gerald J. Goeser resigned at the Gazette-Reporter to accept a position with the Council Bluffs Nonpareil.

George W. Spencer, 95, who was here at the beginning of our history, died in August. That year Hoo-Doo Day was held for four days. The Neola Fire Department planned to put up town decorations at Christmas. A specially fattened heifer was to be given to a lucky ticket holder to finance the new decorations. The American Legion Post sponsored a Sunday night bingo party to raise funds to light the ballpark.

In January of 1949, Maurice J. Welbourne started employment at the Farmers and Merchants State Bank. Dr. F. H. Brown, veterinarian, moved his office in February to a remodeled building at the rear of his residence, Lot 9, Roane's Subd. He had formerly been located on Front Street. Travel was impossible that month, due to heavy snowfall.

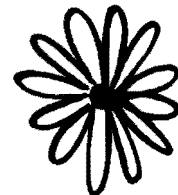
In March 1949 Jack and Betty Baldwin, formerly of Philadelphia, moved to Neola and Betty began working at the Farmers and Merchants State Bank also. Della and Paul Welbourn purchased the Velder Hotel in April and began remodeling it to operate a restaurant in conjunction with the hotel. The former lobby of the hotel was converted to a restaurant. Booths were installed and a long counter with stools. The walls were papered with a heavy red, green and gray country print, a green and gray tile floor was installed and the booths were painted green. The former "Kate's Cafe" was converted to a lobby. The appearance and fine quality of food delighted all of us and we enjoyed having a good restaurant to go to during the day and evening.



1946 Von Hebel's with L. to R.: Hans Vogt, Charles Meadows, Hub Armstrong, Herman Alfes and Al Pieper. Back of the bar John Von Hebel, Paul Von Hebel and Raymond Jungferman.



1948 Schierbrock's store fire.



Dr. J. M. Doyle who had left Neola in 1926 died April 28, 1949. In June blacktopping was started on Third Street, from Pearl Street to the city limits. The county surfaced the balance of the street to the cemetery.

Dr. R. F. Rebal announced he would open an office in the former Viola's Beauty Shop building on Front Street in July. Denis T. Jones left the bank in that month also and moved to Mr. Pleasant, Iowa, where he would be associated with the Henry County Savings Bank as Cashier. Mr. Jones sold his home to Dr. Rebal, who used it for office as well as residence, Lots 1 and 2, Block 17. In August, Glen Harman bought Louis Molgaard's blacksmith shop in Block 30.

Dial telephones were installed in September, much to the conservation of elderly residents. The first phone installed was at the farm residence of Vincent Kenealy on Route 2, about 3 miles northwest of Neola. Later in the month the "Hello Girls Say Goodbye". Irene Stinn, Anna Kildare, Loretto Burns, Marie Johnson, Helen Burns and Rita Musselman, who were manning the local switchboards, closed the boards down and the automatic switch took over.

In October severe windstorms pulled down wires, uprooted trees and did considerable damage to corn crops still in the field. The corn would have to be picked by hand because of the down stalks.

Ralph and Hazel Brown retired in December, selling the Phoenix Theatre to C. W. Lathrop. The same month Dan Doyle purchased Christo's Tavern and turned his Recreation Parlor over to Tom Stewart and Wilbur Gallup. The Christo Tavern was located on the east half of the present Phil's Inn. Hans Larsen installed duck pin alleys above his Blue Ribbon Inn and they were operated by him and Danny Cavanaugh, opening in December, 1949.

The Presbyterian Manse was built that year located to the east of the church on the same lot. During that year also the American Legion Post operated club rooms in the Clifton Hotel building, using the Front Street entrance formerly the Brown Derby Cafe and including the former lobby of the hotel.

Yvonne Boyer has the following memories of growing up in Neola during the 40's: "In 1941, when I was 11 years old, I became a city girl and moved to the town of Neola to live with my aunt, Martha Carlson. Starting to town school and leaving the one room schoolhouse behind seemed at the time, the most exciting experience in my life. The next most exciting event was getting a job at the local Phoenix Theatre, working for Mrs. Brown. I never did know her real name, just Mrs. Brown and she would scare me half to death with those piercing looks that she sometimes gave me. If you were under five, you were admitted to the movie free, and over that it was a dime. I never could understand how Mrs. Brown always seemed to know when one turned five years old. I started out as an usher and my wages were whatever amount of defense stamps Mrs. Brown chose to give me after I had returned from the restaurant across the street with her hamburger. She was a grand old lady who ruled the theater with an iron hand with no foolishness allowed. Who would ever have thought that 'She's Working Her Way Through College' or 'The Winning Team', starring Ronald Reagan, would be seen one day in his biggest role as president of our country?

"In the 40's there was not yet an ordinance which prevented you from having a horse in town, and my sister, Norma Hadfield, had her Nancy, who occupied most of her time after school and on weekends and whose home was our spacious back yard. Nancy did become disgruntled frequently and made herself an unwelcome guest in the garden of our neighbor, Joe Barrier.

"Cars fashioned from orange crates were the going rage and it was in one of these cars designed by Bud Boyer, who later became my husband, that I was invited to share my first ride down the hill across from the house where we now have lived since 1952.

"The grocery stores stayed open on Wednesday and Saturday nights and this was the big event when the farmers dressed up to come to town to do their shopping and perhaps take in a movie. One cent could buy you more candy than you could eat at one time when Ed or Kate Schierbrock waited on you. In the same Schierbrock Department Store, you could purchase your Easter shoes and drool over the Christmas display of toys when the season arrived.

"Eighth grade graduation was a big event and my class was so pleased with our motto, 'Green, But Growing'.

"In the year 1946, after working for Mrs. Brown for five years, I moved up the street to work at the Farmers Cash Store, operated by Mary McConnell. It was during this time that I discovered that I could buy six doughnuts at the Nyquist Bakery and if I ambled very slowly, I could have them all eaten by the time I arrived at work. I worked until ten o'clock on Saturday night, but then it was never too late to attend the dances which were held weekly at the St. Patrick's Hall. About twice a month school parties were held at the elementary building and the big thing on Sunday evening was the church Christian Endeavor meetings. In the winter, there was sleigh riding and tobogganing, followed with hot chocolate at the local cafe where Cap Anderson would take anywhere from 15 minutes to a half hour telling his famous moth ball joke, depending on the attentiveness of his audience. In the summer, there was roller skating and the favorite place was in front of the Phoenix Theatre, since it had a nice new sidewalk. Another favorite hangout was the soda fountain, operated first by Harry Langin, then Marion Spicer, followed by Ralph Arner. Other summer entertainment included swimming at Crystal Pool in Council Bluffs or Merritt Beach, picnics and a rollicking game of croquet. Basketball was the only sport of the era and both the boys and girls of Neola gave it their full support during the season. Radio was a big thing with Lux Theatre, I Love A Mystery, Inner Sanctum, and Fibber McGee and Molly, to name a few."

In May 1950 the Farmers Cash Store was sold by Fred Hansen to Mary and Arnum McConnell. Mary had been managing the store for Hansen for approximately eight years. Aney Electric opened a new shop in the Gazette building. Marvin Wall, assisted by Mark Stageman, managed it. The area had a severe storm which was reported in the May 1st paper. Very high winds and heavy rains caused extensive damage in the community. The R. W. Hall insurance agency reported that 450 claims had been filed. Many reported losses due to tornado-like winds. The fire siren would be blown at noon rather than at 9:30 nightly, beginning in August. Come to think of it, it still blows at noon.

In August Dr. Rebal left Neola. The town was without a doctor at this point and it would be a constant struggle to obtain medical service from now on. The Rock Island was planning to straighten their line from Atlantic to Council Bluffs, which would bypass Neola. We fought the abandonment feeling like children about to be orphaned. It was the Rock Island that brought the town here and now it was to abandon us.

In July Dorothy Kirkwood became the new operator of the Blue Ribbon Inn. The W. J. B. Clark and Gerald Ball families were honored with a farewell party in October. Mr. Ball had been connected with Jensen Mills and Mr. Clark had been a rural mail carrier. Both were leaving Neola. The same month Ray Craft sold the Neola Auto Company to Duane Larsen. Irene and Duane soon built a new home on Lots 2 and 3, Roane's Subd., now the home of Catherine and Howard Dorsey. Duane retained the Chrysler-Plymouth agency.



Office of Stokely Yards, Inc. with
Raymond Carlson and Asa
Schmaedecke, Yard Manager.



1950 After the Council Meeting at
Welbourn's Cafe.
L to R: Paul Welbourn, E. A. Bullard,
Ralph Brown, Vic Petersen, Ed P.
Burns, George Rodenburg, Traverse
Hall, Henry Rohling, Jr., Wm. H. Pogge
and George Ring.

T. J. Frey was elected to the Iowa House of Representatives in the November election. He would be returned to office every two years until his election as State Senator. Ralph W. Brown died November 30, 1950. He had come to Neola in 1903 with his parents and had operated the Novelty and Phoenix Theatres since 1909.

Mr. and Mrs. Bernard Heath purchased the Olsen service station from Mrs. Winnie Walker. They added a "coffeebreak" counter. In December Mr. and Mrs. Jack Thielen took over the operation of the Neola Cafe from Ed Zangerle who had been operating it for the past several years. Ed Burns was appointed city clerk for the tenth consecutive term.

February 22, 1951, William Denison Felton died. He had been owner of the Clifton Hotel since the 1920's and was a former rural route carrier. His father, John D. Felton, was an early pioneer. The Clifton Hotel was sold to C. J. Nelson in October, 1951.

Thirteen cars were derailed in a wreck of a Milwaukee freight train in April. The Jensen Mills building suffered extensive damage. In the same month fire damaged the Conoco oil station. Mr. and Mrs. Bernard Heath owners of the building were residing there at the time of the fire.

E. A. Bullard, Neola town marshal, died in June. C. W. Lathrop was appointed to succeed him. In the same month Irene Shriver began a beauty parlor in the former Purcell Cafe building, Lot 2, Block 28.

In August 1951 Bill Ryan began operating the Neola Recreation Parlor. A stage show, "Krossroad Kapers" was added to Hoo-Doo Days. The cast was Roy Rogers, T. J. Frey; Dale Evans, Roberta Lathrop; Minnie Pearl, Sylvia Osbahr; Cuzzin Clem, Frank Wood; and Gaby Hays, "Skip" Hubbard.

In September a plan was proposed to save Neola \$3000.00 a year on power costs by allowing Iowa Power and Light to furnish power during the off-load period. The council tabled the offer, feeling that savings could be effected by having fewer personnel to man the light plant.

Robert Morrissey in November purchased a half interest in Petersen Implement. Tim Donovan would operate the Mobilgas station and would move here from Glenwood. The American Legion Post rented rooms over the Beebe Barber Shop in November, with plans to construct their own building when a suitable site could be found. In December, Mark Stageman, Jr., was named manager of the Neola light plant.

Gene Floerchinger became the new Standard service station operator in January, 1952, and in February, Ray Mauer became the new Standard tank wagon agent. He replaced Harold Floerchinger who resigned to take a position with the National Guard in Council Bluffs.

April of 1952 brought the last Missouri River flood to the area. Many Neola citizens spent their nights on the levees in Council Bluffs filling sandbags and placing them. The west end of Council Bluffs was evacuated and some of the families from there stayed with relatives in Neola until they were allowed to return to their own homes. The National Guard patrolled the vacated areas to prevent looting. Ray J. Schierbrock former Neola business man, died in April.

In May, Dr. F. H. Brown and his family moved to Audubon. Dr. Don F. Lee purchased his residence and business. Doyle Petersen closed the bakery in July, 1952. A small town bakery could no longer compete profitably. Fire damaged Johnnie's Cafe, the former Neola Cafe, that month. In November Joe Hubbard was named to head the West Pottawattamie Farm Bureau. At Thanksgiving time, Iowa came up with another of her terrific snow storms. Upwards of 10 inches fell within a 24 hour period, with strong winds fanning it. It struck so suddenly that many motorists were snowbound on the highway. Max Barrier, who had been

operating an auto repair garage in Block 27, remembers that he closed his garage in 1952 intending to move from Neola.

In January, 1953, C. T. Brughenpempke age 95 died. He had come to Neola in 1880 and we remember him being listed in the construction business in our early history. In that same month, the Neola Tire Shop added complete car and truck repair service to its facilities. Max and Clarence Barrier were added as mechanics.

Gene Floerchinger left the Standard station in that month also. The next month, Louis Kuklin, who had been operating a cattle feeding operation at the west edge of town, announced that he was selling his business and moving to Sioux City. A few days later, Louis changed his mind and repurchased his business and residence.

In March, the annual St. Patrick's Day Dance sold more than 1200 Tickets. It netted enough to pay off the final balance of debt on the hall. The city installed new type street lighting downtown in April. The business section received 18 vapor lights. In May Albert Jensen joined Jensen Mills as sales manager.

Wilbur Lee, who was very ill, had started building a new home. He and his family were living in the basement of the house pending completion of the upstairs. His health now prevented him from completing it. A town "building bee" was held on a Saturday and Sunday in June and the house was finished down to the last shingle. The same month, the Standard station was reopened under the management of William P. Rupp. Vel and Phil Rupp purchased a home on Lot 7, Roane's Subd., now the home of Gladys Brich.

In June the presence of oil in the city water became very apparent and it was not considered safe for drinking. Many used wells still working at the edges of town or drove out to springs still running in the countryside to obtain drinking water. The presence of oil evidently came from seepage from underground oil tanks supplying the service stations. We had a new name -- NeOila. Plans were made to dig a new well. In September we were still hauling water, since gasoline was found in the new well also. It would be necessary to try again. It had been an unusually dry summer and this contributed to the water problem as well as causing a short corn crop.

The vacant lots on south Front Street were acquired by the city from Pottawattamie County on August 12, 1953, and would be used as a park.

A new Star Route started carrying the mail between Atlantic and Council Bluffs. Our mail had formerly been carried by the Rock Island and since it no longer came through Neola, the star route was used. In October the remodeled Blue and White Store had a grand opening. It would be operated on a cash and carry basis from this time on.

The Milwaukee Railroad in December purchased the Hickie building on Lot 1, Block 28, now the New York Life office. They would use this for their depot, abandoning the one west of town. Johnnie's Cafe was now under the management of Mrs. Hazel Grieder. In January, 1954, the new Neola Convent held open house. It is today the home of Hillside Mortuary. In the same month, E. A. Rushenberg died in California.

The engine at the light plant stopped for good in February. The city had no funds for the extensive repairs needed. The council met with Iowa Power and Light to contract power. Gene Floerchinger obtained a generator to temporarily furnish the town with emergency power.

We lost several former businessmen this year: Ralph Hall and G. A. Moffatt in March, T. J. Corbett in April, M. E. Talty and John Meadows in December. Paul J. Brich, carpenter, died suddenly in June.

In April Ivan and Thelma Barrier returned to Neola to reenter business at the Neola Tire Shop. They had sold the business and equipment in March of 1952. Also in April Gene Harms and Francis Bell opened the drive-in Dairy Whip located east of the baseball park. Berniece Bilidt would operate it. In May Duane Larson and his family moved to Grand Island. The Chrysler-Plymouth dealership was no longer operated.

The American Legion Post announced in July that a new hall would be constructed south of the K. of C. Hall. In August hundreds were here for Sim Willmott Day festivities at the local ball park. Neolans rejected a five year contract with Iowa Power & Light Company at an election held in November. In December Hans Larsen sold the Blue Ribbon Inn to Eldred Zimmerman of Portsmouth. The new American Legion Hall was completed in December in time to hold a New Year's Eve party.

Hoo Doo Day was held September 3rd and 4th, Friday and Saturday, in 1954. A soap box derby was held on Fourth Street as an added attraction. Tom Frey prepared a special edition of the Gazette-Reporter of June 24, 1954, with a special headline story, "Von Hebel and Gov. Hoegh Confer At Colorado Springs. Plan Discussion Of Iowa's Liquor Laws And Racing."

In February, 1955, Katherine Brandenburger died. She and her sisters had moved to Neola in the year of 1894 and with their mother had operated a millinery and variety store. In March Leonard Wellman leased the feed and produce business of Nelson Feed and Hatchery. Later in the year Leonard started a milk pick-up service which required his entire time and C. J. Nelson resumed the feed and produce business. Barrier Tire Shop began a 40 foot addition to their premises in March.

Iowa weather gave us a double-whammy in April. The paper of the 21st reports high winds and hail the size of hen eggs causing much damage and breaking hundreds of windows. The paper of the 28th reports record rainfall, causing ditches and creeks to overflow.

Max Barrier recalls that he opened an auto repair business in the now empty Remington garage building in 1955. Darrell Boyer rented a portion of the shop, using it for auto body repair.

It was reported in the February 7, 1956, paper that George L. Wilkinson died. His father was a former publisher of the Gazette-Reporter. Also in February Stokely Yards announced installation of a new Ready-Mix plant. In March George Soppe was named farm agent for Mobilgas and James Burns as station operator. Donald Dau opened Dau Welding and Blacksmith Shop, formerly owned by George Ring, Sr., located on Lot 1, Block 24. Hugh P. Finerty, who had begun his law career here in Neola, died June, 1956.

Dan Doyle purchased the small building to the west of his tavern and incorporated it in his building, opening for business in August. This building has been I. T. Spangler & Co., the Gearhart Barber Shop, the veterinary office, several beauty shops and immediately before World War II had been Dr. Boland's office. He had fenced in the backyard and had a small but delightful flower garden located there. It was a real pleasure to cut through the alley and peek over the fence at the roses.

In September the council signed a five year contract for purchase of electric current from Iowa Power and Light Company, but retained ownership of the lines of transmission. Mr. and Mrs. Walter Goshorn opened Johnnie's Cafe in August.

The State of Iowa was increasingly insistent that local school districts plan to enlarge their areas and group together into new community school districts. In October Persia, Minden and Neola held a joint meeting to begin planning for a new school district.

In October Leland Elwell opened the Home Supply Store in the former bakery building which had been vacant. In December, Morrissey & Petersen Implements announced they were dissolving the partnership. Bob Morrissey became sole owner of the firm.

In January, 1957, Zim's Inn was damaged by fire. Minden dropped out of school reorganization meetings in February and Beebeetown was added to the plan. The Neola Mobilgas station, formerly owned by Jim Burns, was purchased by Phil Rupp and now would be called Phil's Mobilgas Service Station. Ray Ring began operation of the Standard service naming it Ring's Standard Service. In April, H. R. Larsen purchased the Neola Dairy Whip.

In a May vote the Tri-Center Community School District reorganization passed by a large majority, 699 to 125. It would comprise the former districts of Beebeetown, Neola and Persia, plus the country school districts lying within the area.

In June Ralph Arner purchased the Blue Ribbon Inn building. He moved the Arner Drug Store to this location. From the beginning of the town this had been a drugstore location until 1933, when Hans Larsen began operation of the Blue Ribbon Inn. In the same month Dan Doyle remodeled the two buildings comprising his location on Lot 1, Block 23.

This year Hoo-Doo Day was run as an all home town celebration with the proceeds to go to erection of a doctor's office. It was held on Labor Day only. The profit from the day's celebration was \$5393.41.

In January, 1958, Dawson Grain Company sold both of the Neola elevators to Lakin Grain Co. Several business firms modernized their structures in 1958. Barrier Tire Company had a grand opening of their new quarters in August. Ivan Barrier had started the firm back in 1942 in a small tire shop on the north side of Front Street. In 1953 the Barrier Tire firm moved across Front Street into the building formerly occupied by the Max Barrier Garage on Lots 3 and 4, Block 27. Early in 1958 construction was started on a new 70 x 70 cement block building. It was now completed and fully equipped with the latest tire repair, recapping and vulcanizing facilities. Open house was held August 9, 1958. General Tire had named Barriers as their distributor. Associated with Ivan in the business were Thelma, Darrell and Arlen, as well as Fred Ring and Gaylord Weber. Samson Construction Company of Neola had the contract for the new building.

During the summer of 1958, the old bank building has been razed. James Beebe had moved his barber shop to the south half of Lot 12, Block 23, a building formerly occupied by Winnie Walker. Mr. Arner had already moved his drugstore and this left the premises free for demolition. During the summer the bank had been operated from the new American Legion Hall. The vault had been left untouched and each night all records and cash were carried to the vault. On December 6th an open house was held with approximately 1000 people in attendance. A large number of floral pieces were received; so many, that later in the month a stranger driving through town stopped at the bank to order Christmas wreaths. How embarrassing!

Darrell Boyer purchased the G. G. Musselman property in the southeast quarter of Block 21 and erected a new shop; the name, Boyer Body and Fender. In November, 1958, Welbourn's Hotel and Cafe redecorated their dining room. Johnnie's Cafe opened under the management of Virginia Sievertsen in December. Plans were announced for a new City Hall to be erected north of the Farmers Cash Store.

Hoo-Doo Day profit in 1958 was \$4975.94. The Neola Medical Association incorporated in 1958 for the purpose of constructing a doctor's office from Hoo-Doo funds and to obtain the services of a doctor to occupy the facility. Officers were Robert Morrissey, President and Betty M. Baldwin, Secy-Treas.

Dale K. Welbourn, veterinarian, joined Dr. Don F. Lee in his practice in January, 1959. Dale and his wife, Norma, moved here from Thompson, Iowa, where Dale had been in practice. In May, 1959, the Phoenix Theatre building was sold by Mrs. Hazel Brown to the Masonic Lodge. The lodge had used quarters above the Beebe barber shop and would now remodel the theater building for meeting rooms. Mr. and Mrs. Charles Lathrop had purchased the theater in 1949 and had operated it until 1952. Frank Wood then leased it and operated it until January, 1959. Television was here to stay and theaters could not compete with it. Although it was sad to see the theater go, we all knew its day was done.

Arner Drug Store was sold to Clement Crowley in this year and Ray Konz purchased Jim Beebe's barber shop. Construction began on the doctor's office and continued on through 1960 as Hoo-Doo funds became available. Hoo-Doo Day profits for 1959 were \$3905.11.

In March 1960 the Neola Gazette-Reporter was remodeled to the present structure. Hans Larsen opened a laundromat at the rear of the Dairy Whip on the west edge of town. We lost a couple though. Phil Rupp in July closed the Mobil service station and in August Johnnie's Cafe closed.

The Masonic Temple was dedicated in September, 1960. Hoo-Doo Day profit that year was \$4020.51.

In March of 1961, it was announced that a new Post Office would be built on the site of Johnnie's Cafe by John Elias. It was expected to be ready about July 1st. The post office had been on Front Street in what is now Von Hebel's. The new office would be one door west.

On April 1st, Dr. A. M. Romano, formerly of Minden, moved into the new Medical Center constructed from Hoo-Doo Day funds. The total building cost was \$18,667.61. Evelyn's Coffee Shop, operated by Mrs. Frank Wood, opened on the south half of Lot 14, Block 23, first door south of the Barrier Garage in May. This was the location of the former Neola Locker Plant. The new fire hall was completed in June, located on Lot 5, Block 23, the south half of the present fire hall.

Construction began in June on a beauty shop building to be operated by Marjorie Alloway. The location was on Lot 3, Block 23, now Alice's Beauty Shop. Rief's Appliance and Propane Service was purchased by Ford Propane Gas and Supply Company of Council Bluffs. The former store had been managed by Bill Rief. The new store manager was Harold Ford.

In September the old fire hall was dismantled. It had stood on Lot 3, Block 18. In October Krantz Garage became R. & L. Garage and in December, Dau Welding was purchased by Wendell Barrier.

The old Township Hall was sold to Paul Porter in March, 1962, and he moved it to his farm. The building quite plainly shows on a 1894 photograph, although it then fronted directly on the sidewalk, and was later moved back on the lot. The news story said the structure was 75 years old. Also in March Bill Rief purchased Jim's Tavern, formerly owned by Jim Arthur. This would be Lot 2, Block 28, the premises now the Blue Moon. **Phil Herkenrath of Portsmouth, recently out of the armed forces, purchased Doyle's Bar and Grill. He renamed it Phil's Cafe.**

In April, John and Paul Von Hebel opened their tavern relocated in Lot 16, Block 23, the former post office. For quite a few years from time to time, I would swing into Von Hebel's when I intended to go to the Post Office. Old habits are hard to break. Meanwhile the old Von Hebel building was purchased by Hans Larsen and moved to the Dairy

Queen site. Champlin Oil acquired the land it had been on together with vacant property west of the Masonic Hall belonging to Hazel Brown and a property belonging to Al Pieper located at the rear of the original station. All of these were utilized in building a larger service station with a greatly expanded driveway. Tim and Mike Donovan moved into the new Champlin station in November, 1962.

Krantz Garage was sold to Ford Propane Company in July of 1962. The business opened on August 3rd in their new quarters moving from the Rief location. Bill Rief remodeled his building into apartments which today are the Freese Apartments.

In November the new Neola Community Town Hall was dedicated. It was located between the beauty shop and the new fire hall, Lot 4, Block 23. George and Rose Rodenburg remodeled their building, formerly operated by Bill Rief and opened it as a bar and grill under the name of R-Bar, July 1963.

Rolland W. Hall, Chairman of the Board of the bank, died suddenly in August while in Minnesota. He had been with the bank since the end of World War I.

Ina Carroll in the same month took over operation of Evelyn's Coffee Shop north of the Blue and White Store. The Neola Park Board used Hoo-Doo funds to purchase two acres of farm land from R. W. Hall to add to the west side of the ballpark. They also erected a shelter and planted trees. The board consisted of Dale K. Welbourn, Clinton J. Erickson, Darrell D. Barrier and Betty M. Baldwin.

In April of 1964, the Louis Kuklin family moved from Neola to Council Bluffs. **The same month Clem Crowley installed a new prescription department.** Ring Transfer also completed remodeling with their enlarged premises being able to store a semi-trailer, 2 trucks and a corn sheller. Louise Brandenburger at age 94 died in April, 1964.

In September Denny Kay leased the Standard service station. James Beebe, retired barber, died in October. The American Legion Post accompanied his body to Rising Sun, Nebraska, for burial. In the same month word reached Neola that Austin W. Pruitt, former business man and manager at the light plant, had died.

In February 1965 Ivan, Darrell and Arlen Barrier purchased the empty lot and the Krantz garage building, location Lot 16, Block 23. We had heavy snowfall in February that year, 18 inches. In March snow forced the closing of schools. There had been 26 snowfalls since November 29th.

On June 13, 1965, the American Legion Post held a mortgage-burning ceremony with the State Commander and other dignitaries present. Construction of Interstate 80 north of Neola began in July of that year. **In August the second story of the Crowley Drug Store was removed. It had not been used since the pin-bowl alley was located there in the 1940's.** Most of the early buildings in town were two stories in height. Many professional offices as well as subsidiary service type businesses were located in them. The day for their need was long over and today they have been removed since the extra space contributed to unnecessary upkeep and fuel costs.

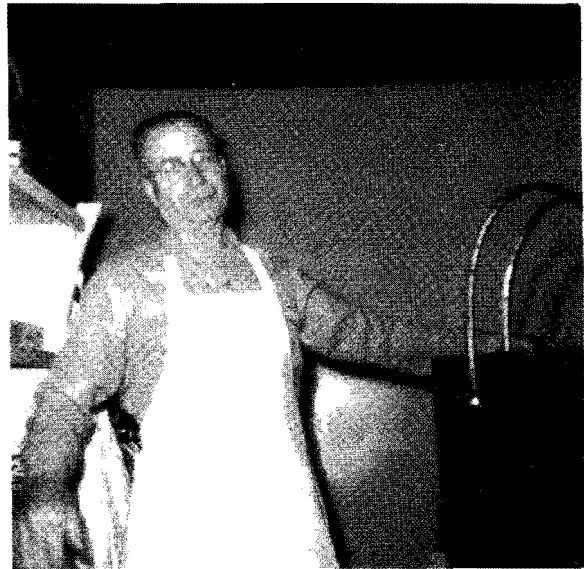
A board was named in October to start swimming pool construction with T. J. Frey, Chairman and board members A. M. Romano, **Clem Crowley**, Virgil Cook and Frank Wood. Betty Baldwin was named secretary. Harry Carpenter was honored by Farm Service Company for 27 years of service in October.

Hoo-Doo Day profit for 1965 was \$4520.08.

Dan Doyle was named acting postmaster in January, 1966. That month Morrissey Implement Company, John Deere dealer, announced it would move to a new site just outside Council Bluffs. Farm implement dealerships were closing out small town units and moving to larger centers where they could more efficiently maintain the large parts stock needed.



1958 Von Hebel's with John Von Hebel and Paul Von Hebel behind the bar. Customers are Andy Hilstrum and Bernard McCabe.



1959 Leo Schierbrock in his familiar apron.



1960 Dick Ring with Ring Transfer truck.



1960 Bud Boyer and Max Barrier in front of their combined garage and body shop.



1962 Donovan's Service Station. At left the new station. At right the old station before razing.



1965 Crowley' Drug Store with the second story still in place.



1970 Front Street, Memorial Day

In February, 1966, Ed P. Burns died. He had served 28 years as town clerk in addition to being local manager for Dawson Grain Company. In the same month, Margaret Brandenburger, 90, died. She was the last of the Brandenburger sisters and had retired in 1964. In February Richard Armstrong reopened the Standard station, formerly operated by Denny Kay.

We lost Tom Gardner, former County Supervisor, in March; Arnum McConnell of the Farmers Cash Store and Jim Arthur in April; and Sim Willmott, 91, "Mr. Baseball" in May.

In March of 1966 a fast moving snow storm forced motorists to find shelter. Light and telephone wires were downed by the storm. In June the new large shelter at Arrowhead Park, purchased with Hoo-Doo funds, was ready for use. That month new reflectorized signs were placed at both ends of town reading "Neola No Chiefs--All Good Indians". Plans had been accepted by the swimming pool committee in April and construction was begun. In July the new pool opened in mid-season west of the baseball diamond.

Hoo-Doo Day profit in 1966 was \$4930.37.

In October of 1967, Leo Hermesen died. He had been employed as controller at Jensen Mills. Leo had said that when he and his family first moved to Neola they lived in the premises that later became Jensen Mills.

Hoo-Doo Day profit in 1967 was \$5831.03.

We lost several former business people in 1968: Winnie Olsen Walker in February; W. J. B. Clark in February; Joe Thomas, carpenter with his brother William Thomas, in February; and Robert Manhart, former mayor in September. Gulf Oil Company opened a new fertilizer and chemical company in February, managed by James C. Nelson. They had erected a new building across the railroad tracks from Third Street.

In April Robert Lustgraaf opened a coin-operated car wash on the corner of Lot 1, Auditors Subd. of Out Lot 2, in South Neola. In July a twister struck Neola, uprooting trees and downing power and phone lines. The Minden Independent School District was attached to Tri-Center in August. September enrollment at Tri-Center was over the 1000 mark.

In August, 1968, the Farmers Cash Store closed business. Hoo-Doo Day profit in 1968 was \$4719.87. Direct dialing of long distance phone calls came to Neola in September.

We lost more former business men in 1969: Russell Hickie, 81, retired plumber, in January; Henry Rohling, Jr., 47, former attorney, in February; Elbert Orme, rural mail carrier, died at age 91 in March; Kate Schierbrock, 84, former operator of Schierbrock Department Store, in November; and in December, Mrs. Mary Elias, founder of the Blue and White Store.

The Neola American Legion Post celebrated its 50th birthday in March. In June a new addition to the Presbyterian Church was dedicated. Fifth Street was paved in September. Hoo-Doo Day profit for 1969 was \$8045.49.

In March, 1970, Neola Farm Equipment ceased business in Neola and moved to become part of International Harvester in Council Bluffs. In March also the Tri-Center Trojans earned a berth in the Boys State Basketball Tournament. In June Bill Barrier purchased the former Morrissey Implement building and installed a new business making "fuzzy-phones". In August Phil Herkenrath remodeled, tearing down the annex building which was of frame, rebuilding it in brick and installing a new brick front on the entire double building.

Hoo-Doo Day profit in 1970 was \$7340.81. Dr. A. M. Romano moved to the Cogley Clinic in July, 1970, terminating his medical practice here. He donated the office building which he had purchased in 1964 to the Town of Neola.

Paul Welbourn, who with his wife Della, had been proprietor of the Welbourne Hotel and Cafe since 1949, died at age 62. Della continued to operate the business. In October, John Von Hebel died. He had been an important part of our main street scene.

Jim Nelson in December leased the Gulf Farm Center. It would now be Neola Fertilizer Company.

To start off 1971 we had a paralyzing 11 inch snowfall. Walter Rief died in January at age 76. He had operated the hardware and appliance store for twenty years. Dr. Samuel Rosa began practice in the Medical Center building in April.

In September the Neola Volunteer Firemen had acquired the former Sealock Shoe Repair Shop building north of the fire hall. The building had burned completely and since the fire department desperately needed more room, they erected an addition to the original fire hall.

Hoo-Doo Day profit for 1971 was \$7892.29. Also in September Lakin Grain Company sold the elevators and business to Denis and Oran Nelson. In December Clarence "Dutch" Ring took over the Standard Oil station from Charlie and Richard Armstrong. Armstrongs now operated two Standard stations at the Minden and the Shelby I-80 interchanges. Dr. P. J. Hermesen, former physician here, died in December as did R. J. O'Connor, former mayor and postmaster.

Bea's Pantry was sold to Joyce Eckmann in January, 1972, the building first north of the Blue & White Store. The former owner was Mrs. Charles Nupp.

This year we lost two: Dan Doyle died in March and Hazel Brown in November. Mrs. Donald "Bonnie" Burns was honored by Dana College in May as their first four year graduate.

In March the Neola Ball Park was lighted for night baseball. In July cloudburst rains hit western Iowa, with 20 inches at Harlan and surrounding areas.

Heath's was remodeled that summer with an enlarged eating facility installed. Plans were made in September to organize a senior citizens center under the direction of Southwest Iowa Area Council on Aging. Hoo-Doo Day profit was \$6794.05. Swede Nelson retired this year and Dave Nelson took over the Nelson Feed and Hatchery.

The year ends with a 10 inch snowfall in November. January of 1973 shows that we had 46 inches of snow so far in the year. In June of 1973 Arrowhead Housing Development is opened. In August, Third Street was paved. The Blue Moon Bar and Grill opened in December with Charlotte Beard as manager. Hoo-Doo Day profit was \$10,286.21.

We lost a lot of people in 1973: George Cook, city light plant manager, died in January; in April we lost H. R. Larsen; Vincent Kenealy, town marshal for 22 years, died in July; in July also T. J. Frey died at his home; and in October, Asa Schaedcke, retired Stokely Yards manager died at a Council Bluffs hospital.

The Rev. Joseph P. Ryan left Neola in January, 1974, going to Hamburg. In May we had a very bad hail storm damaging roofs, siding, windows and automobiles. In the same month, but unrelated to the storm, John Neibergall purchased the Neola Gazette-Reporter from Mrs. Helen Frey.

In July Bill Somerville was hired as night marshal. It was believed Bill would intimidate potential delinquents since he was 6' 7" and 230 pounds in weight. Neola started to install water meters that summer. County road L-55 from I-80 to Neola was resurfaced in July, with Neola paying \$17,000.00 of the cost and the county \$38,000.00. Hoo-Doo Day profit was \$8301.24.

November 9, 1974, A. B. "Ed" Schierbrock at age 86 died at his home.

In January, 1975, Charlotte Beard purchased the Blue Moon which she had been managing since November, 1973.



1970 Main Street with new Christmas decorations.



1977 The last tree left in the corner park. Paul Von Hebel and Albert Ring



1974 County Road L-55 is resurfaced to the I-80 interchange. Ivan Redinbaugh christens the road T. J. Frey Lane.

Fire destroyed two business buildings and seriously damaged two others in March. The cafe located one door north of the Blue & White Store, being operated by Lois and Enos Nelson, caught fire from a defective junction box. The fire swept through the upper story of the adjacent Blue & White building and on east to the empty Elwell Supply Store, owned by Susann Rosa. Flames also seriously damaged apartments on the second floor of the building north of the cafe, also owned by Susann Rosa. Feed stored in the lower floor of the building was removed before it was damaged. It was possible to restore the apartments, but the cafe building and the empty building on Front Street were so badly damaged that it was necessary to raze them. These would be the L. B. Johnson building and the City Bakery building. The Blue and White Store on the corner was seriously damaged but was salvaged by removing the second floor and re-roofing the structure.

The railroad terminated the Neola depot on April 8th. Jerry Wellman acquired the building and remodeled it into a suite of offices, covering the exterior with stone.

Harold Peacock's North 40 Restaurant and Recreation Hall opened in the remodeled Remington garage building on June 15th. Susann Rosa was the owner of the building and had carried out the remodeling.

In the same month Ed Arp of Shelby opened Ed's T. V. in the Gazette-Reporter building.

Hillside Mortuary opened in June in the former convent. Vaughn and Joan Livingstone as local managers moved into the second story. Vaughn was employed by Beem-Belford of Council Bluffs.

The Farmers Cash Store which had been empty several years was torn down in June of 1975. The bank used the area for a driveway and parking lot, installing a drive-up window adjacent to it. Earlier the bank had been requested to be a pilot project by the Northwest Computer Service. In the autumn of 1974 installation for the electronic changeover was started. In May, 1975, the bank went "on line", that is all proof and posting was done through cathode ray tubes connected by telephone lines via U. S. National Bank in Omaha to the parent computer in Minneapolis.

In August, A. J. Auto Company was opened by Art Duhachek, a Neola resident and former automotive mechanics instructor at Iowa Western Community College. The building was purchased from Barrier Tire Company who had been using it as a warehouse. Brad Osborne was employed by A. J. Auto as a mechanic.

A little later in the year J's Cupboard, a gift shop, was opened in the east room of the garage by Jan Duhachek, Art's wife, and two friends whose first name also began with J.

The 29th Annual Hoo-Doo Day had a profit of \$10,286.21. Proceeds were to be divided between the ambulance fund and a shelter.

In September Father Lawrence A. Beeson, formerly of Council Bluffs, was serving as pastor of St. Patrick's Parish.

The Neola Meal Site for senior citizens was changed in October to the North 40 Restaurant.

Dale Welbourn and Merritt Powell submitted the winning entry in a Civic Association contest for a symbol of the Neola community. The entry, appearing on a wooden panel, is in the Bicentennial Park. Ak-Sar-Ben contributed \$300.00 to the ambulance fund in October.

In March, 1976, it was determined that a log cabin would be built in the park as Neola's observance of our country's bicentennial. The concept was developed by Dale Welbourn and Merritt Powell. The project would be built by donations.

The Neola Blue & White Store reopened in March, 1976, Wilton Hough, manager. The Corn Crib Lounge was

opened in the North 40 Restaurant. At this time the Cozy Inn Cafe had been razed and the Rosa Apartments were completely restored.

The Swimming Pool Board resigned in April. The pool was last operated in 1974, since extensive repairs would be needed to reopen. Vandalism since that time had further increased the cost, as the showers and rest rooms were destroyed. It was decided to abandon the pool and fill it in, salvaging the building for use as a concession stand and storage area.

The Neola Community Choir performed at St. Patrick's Church and the First Presbyterian Church on Easter Sunday, with the next week's performance to be at the Minden Congregational Church. The Community Choir is still furnishing music of praise at churches in Neola and in the area, as well as other functions. It is composed of people from several communities and many churches and is under the direction of Jan Elliott.

In July Jay Salvo, City Attorney, opened an office in the former Milwaukee Depot now remodeled into an office building. He would be in the office Tuesday afternoons or by appointment.

The Hoo-Doo Committee was busy in August erecting a new food stand quarters for the upcoming celebration. It was a metal enclosed building 30 x 65, with an open roofed shelter behind. The building would house Neola's two ambulances except over Hoo-Doo Day. The celebration in 1976 grossed close to \$20,000.00 and netted \$10,833.54.

In December Neola applied for federal funds to build a year round swimming pool and received a preliminary okay in that same month.

During 1976 Darrell Barrier left Neola to manage a General Tire Store in Billings, Montana. Ivan had already released his interest in the firm on his 65th birthday. This left Arlen as sole proprietor of the firm.

1977 was a quiet year. In January, Robert Hall of Harlan, Iowa, began a law practice locally, having regular office hours on Thursday afternoons in the Farmers and Merchants State Bank premises. Neola began restricting parking on streets in residential areas in April. Parking was limited to one side of the street. Bill Somerville resigned as marshal in June. Hoo-Doo Day profit for 1977 was \$7761.84.

Denis and Oran Nelson sold the Nelson Grain Company to a group of Neola farmers, with Denis Nelson continuing on as manager.

Vaughn and Joan Livingstone left Neola in February, 1978. They were replaced by Phil Hardiman at the Hillside Mortuary. Tri-Center Auto Parts opened early in the year. The firm had purchased the Knight of Columbus Hall in October, 1977, and remodeled it for use in an auto parts business. In September Plant Designs Flower Shop opened located at the west end of Lot 8, Block 22. In the same month Roger Hall joined the Farmers and Merchants State Bank. Hoo-Doo Day profit was \$7761.84 in 1978.

The new swimming pool opened on the 5th of November. Three hundred people attended the opening ceremonies. The pool is 25 meters in length with high and low diving boards and a depth range from three to twelve feet and a wading pool for toddlers. It was built by a \$597,443.00 federal grant.

Dennis Hansen of Kimballton purchased the Neola Public School building, no longer being used, at auction on November 2nd, price \$6,700.00.

On November 2, 1978, John Baldwin, retired Assistant Cashier of the Farmers and Merchants State Bank, died suddenly at his home.

Tim Donovan sold the Champlin service station business to his son, Mike Donovan in September, 1978.

Sanning C. Jensen died Monday, January 1, 1979, at Mercy Hospital at age 81.

Business changes during the year: Alice Huebner took over Marge's Beauty Shop, the Welbourn Hotel and Cafe closed one week short of being in business thirty years; the North 40 Cafe, under the management of Vonda Koch, closed. It was reopened by Audrey Green and reclosed a few weeks later. Phil's Inn added a lunch counter; Sandra Matthews took over Dan's Delight and Ring Transfer built a new building.

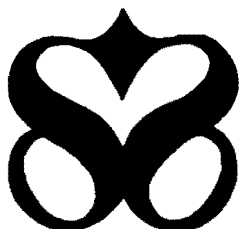
The Neola Public School building was razed in January, 1980, and the Presbyterian Church marked its 100th year in March, 1980. Mike Donovan purchased in February the tank wayon and bulk plant from Joe Hobbins. Della Welbourn sold the hotel building to the Neola Community Senior Citizens on August 11, 1980. Swede Nelson, en route to North Dakota, was killed in an automobile accident on October 9, 1980, at Norfolk, Nebraska. Klay Killion purchased the Neola Blue and White Store and reopened it as Klay's Grocery and Meats.

On January 1, 1981, a smiling Maureen Olsen of Minden is pictured after purchasing the Neola Gazette-Reporter from a smiling John Neibergall. Later in the year Margaret Church reopened the Blue Moon.

January 1, 1982, the Neola Cafe was reopened by Bea Trolle, and Russ and Penny Christensen opened their Kraftsman Shop. In May, 1982, Klay Killion closed his grocery store.

We have come to the end of our story. The first hundred years is ended. We started a self-sufficient unit of 200 to 300 people in 1880. The town had to provide everything that the community used. Now we are much bigger but are attached to super-highways that allow us to reach the metropolitan area more quickly than a horse and wagon could get to Neola a hundred years ago. We have a standard of streets and public utilities that would astound the Neolan of 1882. Our schools and recreation facilities are superior for a town this size. But we have changed to another kind of town over the years and the change is painful.

We have approximately 320 electricity and water residential billings at present. Out of the total 32% are one or two person retired households, 52% are commuter households, and 16% are homes headed by men who work on main street or in local construction. We have far fewer businesses, but they are, for the most part, larger and more stable than in the past. Many are farm connected. The rest are those that furnish goods and services for the residents to town and country. We are, let us face it, primarily a suburb at this point. We have a fine place for people to live both the retired and those with families. Whatever our role is in the future, let's do it the best we can. No more of the good old days, let's make some good new ones.



A. J. Auto Service

A. J. Auto Service was founded in August of 1975. The building and lots were purchased from Barrier Tire Company who had been using it for storage and warehouse.

This building has been used for automobile dealerships, farm equipment dealerships, repair shops, paint sales, appliance sales and service, storage and warehouse, office for Wellman Construction and is now a repair shop again. One portion was used for J's Cupboard and is now Collins Casuals.

A. J. stands for Arthur and Janice Duhachek. Arthur was employed by various automotive dealerships and independent repair shops for six years, was an automotive instructor at Iowa Western Community College for eight years and has been owner-operator of A. J.'s for seven years. He is still called upon to substitute teach at I. W. C. C. and teaches adult-continuing education classes as needed such as carburation, air conditioning, "automotive certification", "Pit Stop for Women".

Arthur and Janice have four children; Mark age 19, Duane age 17, Kirk age 14, and Scott age 12.

Alice's Beauty Shop

The present building was established as a beauty shop in 1961 under the management of Mrs. Gerald Alloway. The shop is located just off Main Street. In October 1979 Alice Huebner of Portsmouth, Iowa, assumed the management and renamed the shop "Alice's Beauty Shop".

The shop is open five days a week offering special Senior Citizen's discounts on Tuesday. Alice offers blow-drying, wash and sets, permanents, and haircuts for both men and women. The shop is referred to as "the information center of the community", receiving calls to see if certain people are there to contract them about business. Alice reports business does not always run smoothly, such as the time the electricity went off in the middle of a permanent and another time when the gushing water leaked under the building.

Alice is married and has three children.

The American Legion

American Legion Post 330, Neola, was formed in 1920. The first officers were L. H. Hermesen, Commander; H. A. Pearce, Vice Commander; J. D. O'Connor, Adjutant; Roland W. Hall, Treasurer; T. J. Corbett, Chaplain; C. W. Nevius, Historian; Ed P. Burns, Sgt-at-Arms; Ed Schierbrock, Custodian of Records and Executive Board R. J. Schierbrock, Guy Seward and Guy E. Diggle.

The first Legion Hall was bought from the Danish Brotherhood and was east of Cooper's Store. Sixty-five members joined in the first year.

Accomplishments of the American Legion Post are: Helped buy the first cast iron street lights that Neola had; helped pay for paving the main block in Neola; bought and built the Neola ballpark, enlarged this in 1946 and built the grandstand that we have today; contributed money to buy ambulances and fire trucks; furnished flags for the schools; donated toward the installation of the mercury vapor street lights; planted trees in the community and made a cash donation to Arrowhead Park; sponsored Little League and Legion baseball and various ball and basketball teams.

The Legion has used various ways of raising money to sponsor their activities: carnivals, Powder River Days, dances, stag parties, and rodeos. The last few years the money has been made by having steak and chicken fries.

Our present Legion Hall was built in 1954 by volunteers of the Legion and community in time for a New Year's Eve Party. There was an auction to help raise the money for the building. The post and county organization visit the Veterans Hospital in Omaha once or twice a year to play bingo and they furnish cigarettes for the Clarinda Mental Health Institute Birthday Party. They have given help to needy veterans and non-veterans.

Present officers are: Don Fischer, Commander; Jim Christiansen, Vice-Commander; Ivan Redinbaugh, Adjutant; M. J. Welbourne, Finance Officer; LeRoy Floerchinger, Chaplain; Rex Redinbaugh, Membership Chairman; Phil Floerchinger, Service Officer; Gerald Green, Sgt-at-Arms.

American Legion Auxiliary

The American Legion Auxiliary was organized in 1922 with the following charter members: Muriel Pearce, Irene Diggle, Mary Hermesen, Bess Corbett, Hazel Hall, Irene Merrill, Hannah Remington, Mary Seward, Pearl Geise, Edna Geise, Alma Nevius, **Grace O'Connor**, Adah Beebe, Jennie Merrill, Blanche Hall, Florence McGuire, Mary F. Hermesen, **Minnie O'Connor**, Mrs. J. H. Burns, Mrs. W. A. Owens, Serena Bedford, Catherine Remington, Ruth Davenport, Jennie Pearce, Mrs. T. J. Gearheart, Mary Nuschy, Mrs. M. Corbett, Mrs. P. M. Gaffney, Clara Moffatt, and Ferne Stoker.

Mary V. Hermesen was temporary chairman until elections were held in June, 1922, with Muriel Pearce elected President, Irene Diggle Vice President, and Mary V. Hermesen, Secretary. Muriel Pearce resigned in November and Hannah Remington was elected to finish her term and serve as President through 1926.

Our first order of poppies in 1922 was for 144 and it has increased to 2000 small and 60 large poppies.

Meeting places have been many. The first meeting place was in the Legion Hall east of Cooper's Store which is now Schierbrocks. They then met in homes or at the Community Club House. Next place was the Legion Club Room in the second story of the corner Remington store at that time a men's haberdashery. The Legion later rented rooms from Mr. Felton in the Clifton Hotel now known as the Nelson Farm Supply, then back to homes until the present Legion Hall was built in 1954. Since 1930 we have met the second Friday of each month.

We have had many ways of making money; dances, card parties, lunches at Legion Carnivals, candy booth at Powder River, rodeo, dinners for Council Bluffs Rotary Club, Neola Lions Club, Last Man's Banquets, Tri-Center Alumni, Election Day dinners and bake sales, lunch at ballpark and pillow cleaning services.

In 1925 we donated money for street lights. We helped pay for baseball lights, donated money to repair the old swimming pool, donated to the ambulance fund, paid toward Tri-Center Schhol Bank going to Rapid City, S. Dak. in 1974, shrubbery for Bicentennial Park. Members make lap robes and slippers for the Veterans Hospital and the Pottawattamie Care Center. We have parties for the veterans in the Omaha V. A. Hospital and also for veterans at Clarinda and Knoxville. We have served lunch at the bloodmobile for several years. We remember the shut-ins at Christmas, visit nursing homes and take refreshments. We have furnished flags for classrooms and to the Senior Citizens Center. In the early days there was a jam closet, sending barrels of jam and fruit by the bushel to hospitals, also making ditty bags for the service men.

We now have 142 members. We have had three members as District Presidents, Ruby Floerchinger, Joyce Redinbaugh, and Jean Redinbaugh. We have also had the honor of Jean Redinbaugh being State Department President 1980 and 1981 and this year she is serving on the National Children and Youth Committee.

Barrier Tire Co., Inc.

Roots for the Barrier Tire Company were planted in Neola almost a century ago when Joseph Barrier left his Kentucky home on foot and headed north. He came to Neola and settled in a small white house near Arrowhead Park, where 12 children were raised, five girls and 7 boys. In 1911 the family moved into Neola. Joseph had opened a garage on the west side of town. All the boys grew up around cars and machinery. Mr. Barrier made it, along with his picture, in Ripley's "Believe It Or Not", as a garage man who never learned to drive a car. Before World War II Everett and Ellsworth Barrier started a retread and repair shop. Their success took them to Atlantic and in 1941 Ivan Barrier took over the retread shop in Neola and located in the same Barrier Garage building. Ivan was aided at first by his wife, Thelma, and two sons, Darrell and Arlen. By 1947 Barriers were retreading truck tires as well as passenger, servicing tractor tires and selling new and used tires.

The operation was halted in 1952 during the Korean War, but was resumed again in 1955. The business grew. New equipment, new buildings and recapping facilities were added. They became General Tire dealers in 1957 and in 1962 the large concrete building on the corner was added to the operation. Three fully equipped service trucks traveled as far as 100 miles servicing quarries, farms and trucks. In 1968 Barrier Tire Company received national recognition from General Tire in the news magazine with a cover picture of the shop, of Arlen, Darrell, Ivan and Tom Frey, with the caption "The Barriers - A reputation for maintaining the Highest Standard of Tire Service". Many of the employee's pictures were shown inside the magazine with a history of the business. The largest number of persons ever employed at one time at the shop was 18. In 1976 Darrell left Neola to manage a General Tire store in Billings, Montana, leaving Arlen to continue the business with the aid of his three sons, Douglas, David and Duane, and his wife, Joyce. Ivan had released his share of the business to the two sons on his 65th birthday.

Blue Moon Bar and Grill



The Blue Moon Bar and Grill is owned and operated by Margaret Church. She is a native Neolan. The building is located on the south side of Front Street and is believed to be built in about 1894. In the course of over 80 years it has housed a number of different businesses. One of its earlier ones was an ice cream parlor whose proprietor was Ernie Rushenburg. Others included a beauty shop operated by John Baldwin, a T. V. shop proprietor John Fraley, several restaurant owners that included Clarence and Mary Ring, Jess and Mary Purcell and Charlotte Beard. **Other prop-**

rietors included Dan Doyle, Bill Rief and Jim Arthur.

Rose and George Rodenburg purchased the building in 1940. When liquor was legalized in Iowa in 1963, they remodeled it and opened it as a bar and grill under the name of "The R-Bar."

Boyer Body and Fender Repair



After serving two years in the Korean conflict, Darrell "Bud" Boyer attended a trade school in Omaha, Nebraska. In April 1955 he leased space for his body and fender repair business from Max Barrier in the old Craft building, now the Neola Cafe.

In 1958 he bought the G. G. Musselman property and by August of 1959 he was located in the business known as Boyer Body and Fender Repair. A paint room was added in December 1966 and in 1968 another addition was added on to that. In 1971, a metal clad building was added to the site for the storage of wrecker trucks.

Brich Plumbing and Pump Repair

Brich Plumbing and Pump Repair is operated by cousins, John H. "Herb" Brich and Francis J. "Butch" Brich. Its service area includes Neola and the surrounding rural area and towns.

Herb started his own business in 1976 after working nine years for Wellman Construction Company. He began with a portable welder and a used backhoe. His work consisted mostly of custom welding, pipe thawing, repairing and constructing sewer and water systems.

Butch had spend 14 years in farming when he decided to sell out in 1978.

In March, 1978, Herb and Butch began working together as Brich Plumbing and Pump Repair. Since then they have expanded their business to include all types of plumbing, water conditioning, the sale and repair of water pumps, and municipal water work. Craig Tripp joined the company in 1979.

Herb and Butch have lived in the Neola area all their lives. They are raising their families here and it is their hope that business continues to grow along with Neola and neighboring communities.

Bill Brich--Auctioneer

Bill was born and raised in the Neola - Minden area. He married Rosemary Christiansen in 1960 and they were blessed with six children. He was engaged in farming from 1960 until 1975 when he combined the auction business with farming. In 1981, he started working the auction business full time. Along with crying auctions he is a licensed real estate salesman.

His business started out in 1975 with approximately 20 various auctions. The business has progressed rapidly each year and in 1981 he was involved in approximately 150 different auctions. Bill has had the opportunity to sell a variety of merchandise with the extremes being from coon hounds, antiques, machinery to real estate.

Bill says when one works for the public and has nothing but a service to offer, there is one bit of philosophy to remember, "If one always speaks the truth, he will never have to remember what he has spoken."

It has been a pleasure working with different people and hopefully he can be of service for many years to come.

Collins Casuals

Collins Casuals opened its door for business on July 17, 1981 on Neola's main street, in a portion of the A. J. Auto Service garage. The shop is named for its owner, Norm Collins. Norm also owns and operates a shop in Treynor, Iowa. The store features every day casual clothing for every member of the family and something for all ages.

An added attraction in their line of western apparel and boots. The shop is also able to fill orders for men's formal wear for special occasions.

Employed at Collins Casual is Kathy Jensen and Kathy Knott. Norm states he finds the business a challenge and enjoys the friendly town of Neola.

Crowley Drug Store



The history of drugstores in Neola dates back to around 1875 - 1880, though exact dates are unavailable. Pharmacists have continued to serve Neola for well over one hundred years. Before the turn of the century, Dr. Van Ness, who dispensed his own medications, Mr. Robbins, B. F. McKay and Mr. Rohlfes operated drug stores in Neola.

Around 1900, Mr. Lynn Barnes operated the drugstore situated in the building next to the Farmers and Merchants State Bank. In 1913, he sold the business to Mr. Harry Lan-

gin. The prior year, 1912, Mr. Loeltz rented the building at 309 Front Street, and operated a pharmacy there. Mr. Loeltz closed his business in 1933.

Harry C. Lengin (1887-1936) received his degree in pharmacy from Creighton University on February 29, 1912. He had worked in the Barnes Drug Store in Neola and in June 1913 accepted a position as pharmacist with F. E. Hill & Co. in Colfax, Iowa. On September 19, 1913, Harry purchased Barnes Drug in Neola from L. M. Barnes for \$4627.00. On January 14, 1914, he married Margaret Ann Liddle of Colfax. Harry and Margaret moved to Neola to make their home and enter into business.

Harry operated the Langin Drug Store which was located in the Farmers and Merchants State Bank building. The main entrance was on Third Street just north of the bank. There was another entrance on Main Street, which gave the interior an "L" shaped appearance. The larger portion which fronted on Third Street was devoted to the pharmacy and other items carried in a drugstore of that time. The other room with the Front Street entrance contained the soda fountain and ice cream parlor. The store extended west from Third Street to the alley between the bank and Ott Milfs barber shop.

The store was operated seven days a week and several evenings until approximately ten P. M. Two former employees which some local residents might remember were Charles "Bugs" Leonard and Tom Liddle. Tom was Margaret Langin's brother. He was well known for his good nature and fine tenor singing voice.

In addition to the pharmacy and ice cream business, Langin's sold paint, varnish, glass and window repairs.

The ice cream and soda fountain became an important part of the business, particularly in the summer months. With its high ceilings and several large fans, the store was considered the coolest place in town. When the old Opera House and later the Phoenix Theatre were operating, many people would stop after the show for refreshments. A former employee remembered people standing in line waiting to be seated.

The ice cream parlor was originally furnished with the wire back chairs and tables which were popular in that era. These were later replaced by solid oak booths which are still in use at Von Hebel's. The original soda fountain was located in this room. A new soda fountain was purchased in November 1929 and the fountain was relocated in the main room of the store. This fountain was vitreous china and had a large mirrored back bar. It was Harry's pride and joy for many years. A frequent customer was the organist, Eddie Butler, who would drive to Neola on Saturday night to have a special triple dip chocolate soda. Harry had a special recipe for Butler's soda. When Harry died, Eddie Butler played the organ for his funeral.

Another early remembrance was the large display of fireworks for sale in the drugstore for each year's July 4th celebration. Harry enjoyed the fireworks as much or more than the children. The evening of the 4th, he closed the store, brought all unsold fireworks home and held a giant fireworks display for the neighborhood.

Harry operated the store until declining health forced him to run it over to his wife and oldest daughter, Leila. He died November 18, 1936. Harry Langin, Sr. was well remembered in Neola and surrounding area for his community spirit, sense of humor and acts of kindness.

Margaret and the older children continued to operate the store until 1938 when it was sold to Marion Spicer.

Mr. Spicer continued to operate the store for ten years. He was also employed for a time by the Farmers and Merchants State Bank. In 1946, Mr. Ralph Arner purchased the store from Marion Spicer. He formerly worked at Oard-Ross Drug in Council Bluffs. During the first ten years, Mr. Arner served his Neola patrons not only as a pharmacist but sold large and small appliances, paint and wallpaper,

and was also a glazier.

Among his hobbies, Mr. Arner loved to fish, travel and spent many hours remodeling old houses. In 1956, he purchased the fire-gutted building at 309 Front Street, completely remodeled it and moved his drugstore to the present site.

He retired in 1959, selling the store to the present owner, Clement B. Crowley. Before his death, Ralph, his wife Elsie and his daughter Angela traveled extensively in the United States and enjoyed a trip to Europe.

On June 25, 1959, Clement Crowley took over the business from Mr. Arner. He too sold paint and wallpaper and repaired windows for a time. In 1964 he remodeled the prescription department. He also remodeled the building removing the second story which was now empty and in need of repair.

Clem served on the Neola Medical Clinic Board that was instrumental in obtaining the services of a doctor for the town. During the past 23 years, two employees will be well remembered for their personal warm services they added to the drugstore; Mrs. Bernice Hayes, who also worked for Mr. Arner for thirteen years and continued for years with Crowley Drug, and Mrs. Elsie Bardsley, who has been with him for years and is very much a part of the drugstore.

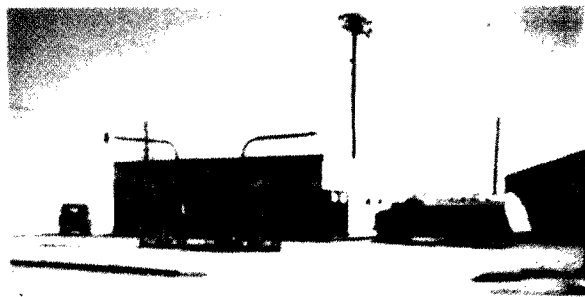
Clem and Joan have seven children, each of whom worked at the store as they reached high school age. At present five children are in or studying in the medical field.

Dan's Delight

Dan's Delight opened on April 7, 1978, owned and operated by Mr. and Mrs. Dan Eberl. The business is located one block off Main Street across from the Neola Swimming Pool. The Eberls closed their business in 1978 and on August 7, 1979, it was reopened under new ownership, Michael and Sandra Matthews. They employ Chris Green and Julius Brisbois. Specialty of the shop are numerous ice cream delights, sandwiches and soft drinks.

Mr. and Mrs. Matthews have a son, Ethan, and a daughter, Melissa.

Donovan's Service



In February, 1920, Manhattan Oil Company purchased the Shady Maples barber shop from T. J. Corbett and erected a service station which opened in September under the management of J. D. O'Connor. Over the years the following have been operators of the station or the bulk tank: John Sweeney, Chris Tracy, John Von Hebel, Francis Potter and Robert Morrissey.

In 1952 Robert Morrissey sold the station to Tim Donovan in December. The brand at the time was Mobil. In 1957 Tim went to Champlin.

In 1962 land was purchased from Hazel Brown, Von Hebel's and Alfred Pieper and a larger more modern service station was built. In 1978, Tim retired and sold the station to Mike Donovan in September. In 1980 Mike purchased the tank wagon and bulk plant from Joe Hobbins in February. In May 1977 a small tornado hit the station, tearing off the roof and damaging light poles and pumps around the service island. Two weeks prior to this a hail storm had hit

the building breaking 27 windows at the station.

Today's Donovan Service is equipped to give the people of Neola and surrounding area good Champlin products and car care needs.

Ed's T. V. Service

Ed's T. V. shop opened in Neola June, 1975, in a portion of the Neola Gazette-Reporter office. On March, 1980, the shop was moved to its present location of Front Street in the old Clifton Hotel building.

Ed sells and repairs television receivers for home entertainment. The repair service is owned by Edwin and Darlene Arp who reside in Shelby. Their son, Bruce, is employed part time. The Arps also have two other children, daughters Sharon and Debra.

F. & F. Construction, Inc.

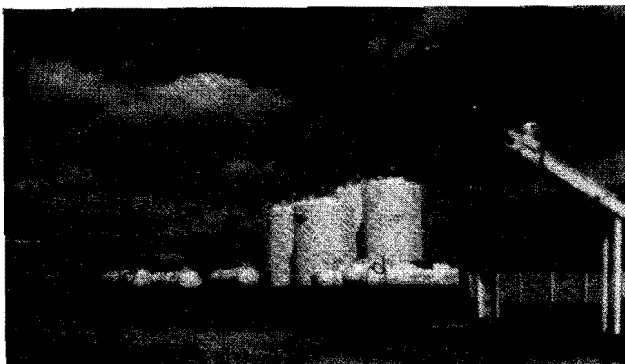


F. & F. Construction was founded by Fred Rodenburg and F. J. "Fritz" Wellman, both natives of Neola, in February, 1973. The company started by remodeling homes and construction or remodeling of all types of buildings.

They built Fred Rodenburg's home on First and Pearl in 1975. The lot was purchased from Mike Dermody. Fred and his family lived there until 1981, when Fred sold that home to Bruce Beatty and F. & F. started a new "solar home" for Fred and his family on one of the lots that were originally owned by Anna Dobernecker. F. & F. purchased Anna Dobernecker's land in 1977 and built a home on the first lot in 1978, which is now owned by Paul Miller.

Fritz and Fred have built and remodeled several homes and other buildings between Council Bluffs and Minden and are still a small upcoming business of Neola.

Farm Service Company



The Neola Co-op office is the oldest of four branches of the Farm Service Company, Council Bluffs, Iowa. The other three are located at Loveland, Silver City and Pacific Junction.

The Farm Service Company was incorporated in 1930. In 1938 petroleum tankwagon service was started in the Neola area. A full petroleum bulk plant was established in 1944. A long time employee in the Neola area, in fact the only employee for years, was Harry Carpenter. Service is now available to members for anhydrous ammonia, propane, dry blend fertilizer, petroleum products and other services in the Neola community. Since the company is organized as a cooperative all profits are returned to the member-patrons in the community after providing financing for the company. In 1981 sales for the company was \$12,583,000.00 with a net savings of \$980,345.00.

Farmers and Merchants State Bank

The bank was founded in 1886 by T. G. Turner and his brother-in-law, Charles Hannan. They came from the Dakotas where they were in banking together. In 1893 it was incorporated under the laws of the State of Iowa by shareholders T. G. Turner, Charles R. Hannan, Peter Egan, Jr., J. N. Egan and Ralph Turner. A local merchant, James Morgan, joined the bank and was President in 1894. He brought his young nephew, E. F. Cotter, from Dubuque to join the firm. In 1909, Ralph Hall of South Omaha joined the bank. These two served as President and Cashier until the 1940's.

After World War I, Rolland W. Hall, Ralph's son, joined the bank, first as Assistant Cashier and eventually as its President and Chairman of the Board until his death in 1963.

In 1933 the Minden office was added with Paul Kasiske as manager, until 1944 when Howard T. Geiger replaced him. Howard was with the bank until his death in 1978.

In 1958 the bank built a new facility razing the old building. In 1975 we added a drive-up window. In the same year the store to the north was razed and complete drive-way was installed. The bank went "on-line" with Northwest Computer Service in 1975, having been chosen as a pilot bank to test the service.

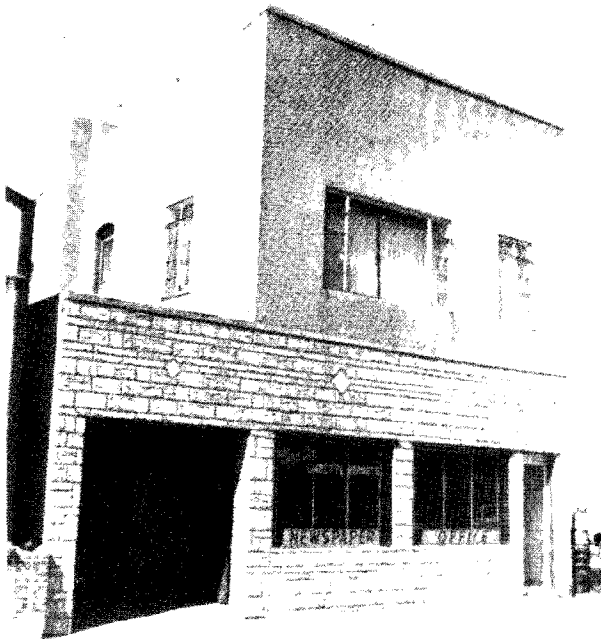
At present we are fully on-line in all banking area. Present personnel are: T. L. Hall, President; M. J. Wellbourne, Exec. Vice-President; Betty M. Baldwin, Vice-President; Mary A. Jenkins, Cashier; Korlys K. Barrier, Comptroller; Roger A. Hall, Asst. Cashier; Sheila R. Ring; Carla J. Redinbaugh; Kathy Mauer; and Steven J. Wellbourne, manager of the Minden branch; with Linda Jensen filling out at both Minden and Neola offices.

The Gazette

According to volume numbers on existing copies, the Neola Reporter was founded in 1879 and the Neola Gazette in 1902.

L. G. Merrill purchased the Gazette-Reporter April 21, 1906, from George L. Wilkinson for the sum of \$4,500.00. Merrill edited and published the paper until shortly before his death in 1945 and also served as mayor and councilman for the city of Neola. His son, H. A. Merrill, operated the paper during the latter part of his father's illness and helped with the transition to new ownership.

T. J. "Tom" Frey became the publisher of the Neola Gazette-Reporter on June 1, 1945, and later acquired and consolidated the Minden-Shelby News. He also established the Earling Echo in 1960, selling it to the Dunlap Reporter a decade later.



Frey served four consecutive terms as State Representative, from 1951 to 1959, and one term as State Senator from 1966 to 1970. Active in Neola community affairs, he supported the formation of Arrowhead Park, the Neola Medical Clinic, swimming pool and baseball programs and helped found the annual Hoo-Doo Days celebration.

Frey continued as editor and publisher until his death in July, 1973. Mrs. Helen M. Frey then operated the newspapers until they were sold to John D. and Karen Neibergall on June 1, 1974. John, a University of Iowa graduate with previous newspaper experience at the Daily Iowan and the Webster City Daily Freeman-Journal, combined the two papers into the Neola Gazette-Reporter and Minden-Shelby News shortly after his arrival.

On July 25, 1974, the newspaper was printed for the first time using offset instead of letterpress. Neibergall re-equipped the office to handle the new phototypesetting process, and counts the support of the bond issues to build the new Tri-Center Elementary and Underwood High School buildings among the highlights of his years in Neola. Neibergall also acquired the Treynor Record in July of 1977.

On Christmas Day, 1980, Maureen P. Olsen purchased the Neola Gazette-Reporter and Minden-Shelby News and the Treynor Record from the Neibergalls. Olsen had worked at the paper for the previous three years and is also a University of Iowa graduate. Neibergall became the editor and publisher of the Eagle Grove Eagle, in Eagle Grove, Iowa.

The newspaper's name was simplified to the Gazette in April of 1981 and the paper continues to serve the communities of McClelland, Minden, Neola, Persia, Shelby and Underwood. The paper also continues the tradition, established by previous publishers, of being named an award-winner by the Iowa Press Association.

Heath Oil Company

In 1950 Mrs. Winnie Walker rented property she owned at the west end of Neola on Front Street to Bernard and Vi Heath. They purchased the contents of the business from Frand Wood who was operating the business at the time. The rent in 1950 was \$65.00. They sold Conoco gas for \$1.00 for 3 gallons.

The business was robbed by Mexicans working on the railroad that summer. On March 31, 1951, the station was struck again; this time by fire, razing the entire inside. The Heaths resided in the back of the station at the time. The only thing saved was their old black '47 Ford. Vi reports that Bernard ran out in his shorts and got the car out. Repairs were then made by Winnie and Fred Walker, who Vi says were so kind and helpful. With the added help of generous donations from the Neola people they were back in business.

Robert Osbahr helped Vi run the station while Bernard worked for a time for Ellis Driver. Vi says she and Bob worked from dawn to dark. In 1955 Heaths bought the building from Winnie. The business has been remodeled several times. In 1960 a lunch counter replaced the grocery department and a garage was also added.

Bob and Sally Osbahr took over in 1980 as the new owners. Vi reports she and Bernard visit the station nearly every day to chat with all the old and new friends that helped so to make their business possible.

Jensen Mills, Inc.



Sanning Jensen came to Neola April 1, 1925. He made his living then as a buyer for Swift and Co. and Roberts Dairy Co. He also operated a motor freight line and later became a feed grinder and hatchery man. Eleven years later he had his first patent on a grinding mill hammer that was the beginning of Neola's only manufacturing firm and a business that has reached into the four corners of the continent.

Jensen Mills is Neola's only manufacturing business. The steel bars that are trucked into the plant from Des Moines, Iowa, are put through seven or eight processes by Al and Lois Kenealy, then emerge as a completed mill hammer ready to be shipped out by truck, Ring Transfer, to the different company mills in mostly southern states to be used in the company's grinding processes. Products ground are mostly soybeans and cotton.

Jensen Mills through the years have employed several local people: Bill Bastel, Marion Knott, Donald Dau, Joy Jensen, and Leo Hermesen as bookkeeper until his death. Mrs. Sheila Ring replaced Leo and was employed from 1967 to 1981.

Al Kenealy presently manages the business for owner, Mrs. Julia Jensen. He has been employed at the mill since March of 1956. Three generations have been working at the mill, Sanning, his son Albert and daughter Lois Kenealy, and his grandson, John S. Kenealy.

The Craftsman Shop

Penny and Russ Christensen opened their crafts shop January 1, 1982, in a new building behind their home on Front Street. The shop specializes in hand made frames, furniture refinishing and hand made gifts.

Penny holds art classes and has a full line of art supplies. The Christensens moved to Neola from Underwood. They have two children.

Lea's Ceramics

Rex and Joyce Redinbaugh were married in October 1955. Joyce is the former Leeila Joyce Kluck from Watertown, South Dakota. They bought the house on the corner of Fourth and Remington shortly after they were married. They have four children; Russell Ray, David Alan, Julie Ann and Gary Lynn.

A month after Gary was born in 1973, Joyce started to teach ceramics in her living room. The front porch was where the greenware was stored. The back porch was the paint location. She had a very small kiln at the time. She started out with two small classes, one in the afternoon and one in the evening. The classes soon grew larger and it became necessary to purchase a larger kiln, so Rex bought a used one for Joyce at Christmas.

At the same time Joyce was Seventh District President for the American Legion Auxiliary and she gave ceramic pots away for membership. She had to make quite a few, so they invested in their first mold. She ended up making over 150 pots.

They purchased still more small molds and poured greenware in the kitchen. In August 1975 they purchased a still larger used kiln. In the summer of 1976, it got crowded and they decided to build a two car garage onto the basement. It was finished in late August and they moved everything down and started ceramic lessons in the new shop in October. By this time there were ceramic lessons two days a week and two evenings with one day after school for lessons for kids.

Joyce goes by Lea's ceramics, derived from her first name. She carries four different lines of paint and all supplies needed for ceramics. Rex worked nights and poured molds in the morning when he got home from work. They were unloaded before supper that same day. At the present time he is working days and Joyce does most of the pouring except for the larger molds which are too heavy. They pour some four hundred different molds. Rex has made all the shelves for the greenware and paints. Some of the ceramic ladies furnished tables. Chairs were purchased from a ceramic shop going out of business. Joyce makes her own paint color chart. Joyce has taken several Duncan seminars along with Rewards and Charlatan seminars. She is a certified Duncan teacher. She has also taken up airbrushing. She takes orders for finished ceramics.

Lee and Welbourn, Veterinarians

One of Neola's early veterinarians was Dr. W. L. Hayes, who started his practice here in 1929. After an active business of many years that took him over many a muddy road, Dr. Hayes passed away in 1946. His wife, Bernice, still resides in Neola as does his daughter, Mrs. Ruth Soppe. His son, Ned, resides in Council Bluffs.

Dr. F. H. Brown took over in 1946 until 1952. In May of 1952 Dr. Don Lee purchased the practice from Dr. Brown. He had practiced in Atlantic, Iowa, for two years following his graduation from Kansas State in 1950.

Dr. Dale Welbourn, who is a native Neolan, was graduated from Iowa State University at Ames, Iowa, in 1954. He practiced in Thompson, Iowa, from June, 1954 to January of 1959 when he came back to Neola to join Dr. Lee.

The offices of Dr. Lee and Welbourn are located directly behind Dr. and Mrs. Lee's home on Second Street. Mrs. Debbie Lund handles the office duties for both doctors. The two doctors together cover approximately 900 square miles of territory. Neola is most fortunate to have not one but two veterinarians to serve our farming community. Dr. Dale Jensen of Neola assists them during vacation time and when needed. He is an Iowa State graduate and resides on a farm west of Neola.

Dr. and Mrs. Lee have a daughter, Kay, and two sons, Marc and Rick. Dr. and Mrs. Welbourn have two daughters, Lona and Nancy.

McConnell Car Wash

In 1967, Joseph E. Lustgraaf and son, Robert, went into partnership to build the Lustgraaf Car Wash.

A portion of the Joseph Lustgraaf residential ground was mapped off for construction. A two-bay car wash was erected with an outside bay built to serve the farming and trucking community.

In 1975, upon Joe's retirement, Gary and Janet McConnell took over ownership giving it its present day name, McConnell Car Wash. It is presently owned by Janet McConnell and managed by her son, Shawn.

Ott Milfs Barber Shop

In 1926 Ott Milfs came to Neola from Remsen, Iowa, to work at the Jame Gearheart Barber Shop, located on center Front Street, where the west portion of Phil's Inn is located today. Ott remembers that when he left the train depot he and his luggage were pulled through the muddy street by a dray drawn by mules. At the corner of Fourth and Front Streets it was necessary to take the luggage off at Von Hebels because the mud was too heavy to pull the load through.

James Gerheart sold his shop to Montgomery and Ott worked for him for eight months. At that point Ott purchased the shop and Montgomery worked for him. Gearheart sold the building to J. G. Bardsley and Dr. Bowen rented it for his office. Ott moved to the Remington Bro. corner store and a partition was erected to separate the barber shop from the V. Connole pool hall located in the rear of the building. After operating there for some years, Ott purchased the building on north Front Street second east from the alley, which would be the east half of the present Phil's Inn. A divider was erected in the building and an electrical appliance shop operated in the east half of it. Ott employed two other barbers as it was a three chair shop. Jerome "Mose" Hegarty worked for Ott for 19 years and T. J. "Tom" Corbett for 14 years.

In 1939 Ott turned the building back and moved to his present location which had been a beauty shop immediately prior to that. Mose Hegarty was still working for Ott at this time.

Minahan Motorcycle and Sheetmetal

Minahan Motorcycle and Sheetmetal officially became a business in July of 1979. Its owner is Dave Minahan.

Dave went to four years of sheetmetal schooling which included drafting, sheetmetal fabrication, solar applications and installation and servicing of furnace and air conditioning equipment.

The motorcycle end of the business originally began as a hobby. He now services motorcycles as well as selling a wide range of parts and accessories.

Minahan Motorcycle and Sheetmetal is now located at the Bernard Minahan farm just west of Neola.

The Neola Cafe

The cafe known as the "North 40" is located one-half block off Front Street. In the fall of 1981 the building and business was auctioned off by its owner, Mrs. Samuel Rosa. Purchased by Walt Wellman, it was reopened on January 1, 1982, under the new management of Mrs. Bea Trolle. The name had been changed to "Neola Cafe". The cafe serves full meals and is open six days a week. Bea employs Mrs. Velma Ring and Mrs. Sheryl Eckmann.

The building through the years has been operated in several different professions: feed store, garage, new car dealership. Apartments are rented out upstairs.

Bea is married and has one son, Marlyn. She resides at Minden, Iowa.

Neola Grain Company

Dawson Grain Company sold out to Lakin Grain Company in 1951. The business was operated by Charles E. Lakin from 1951 to 1972. The Nelson Brothers, Denis and Oran, purchased the business in 1972. five years later the Nelson Brothers sold the business to Neola Grain Company, a cooperative of local area farmers.

They sell grain and feed and buy grain in the local area. The company employs five: Denis L. Nelson serves as manager, Cindy Nelson, his wife, is employed as bookkeeper, and David T. Nelson, Fred T. Ring, and D. Fischer are drivers.

Neola Senior Citizens Center

In August 1972 Mrs. Harold Speer, Executive Director for Southwest Iowa Area Agency on Aging met with local citizens for the purpose of establishing a Senior Citizens Center in Neola. A steering committee composed of mayor, ministers, business people and homemakers with Mrs. Joe Welbourne, Chairman, was organized.

After several months of meetings and hard work the plans of this committee were finalized upon assurance by the American Legion of a meeting place in their hall. In September an open meeting for all local senior citizens was held in the Legion Hall with a large attendance. Mrs. Speer explained the purpose of the center and assured the people that when it was organized that local personnel would be sufficiently trained by the Area Council Staff to take over and operate their center properly.

November 10, 1972, our Center became a reality. With over 100 attending this meeting, election of officers was held with President, Bonnie Burns; Vice President, Eleanor Van Ausdelt; Secretary Treasurer, Rosalia Grote elected as officers. Trustees were Vernon Handbury, Ray Cheney and Roy Buckmaster. Committees were formed and the name "Social Steppers" submitted by Cecilia Doyle was chosen for our Center.

Through the years our Center became a place of fellowship, hard work and enjoyment and we have contributed many hours of volunteer service whenever and wherever needed. Many Kings and Queens have been chosen from our members on different occasions. Meetings are held twice monthly with a noon pot-luck dinner, business meeting and entertainment.

August 1980 the Welbourn Hotel was purchased for our new Center. After completion of remodeling on October 3rd we moved in, celebrating with a pot-luck dinner. In November we hosted an Open House and were greeted and cheered on by the 200 attending.

We have worked hard to make our Center a success, are proud of our organization and what we have accomplished.

To the Neola American Legion "sincere thanks" for our first home. To our community, we are grateful for your loyal support.

The Neola Volunteer Fire Department

The Neola Volunteer Fire Department was organized in 1887 with Riley Clark as Chief. The need for a fire department became apparent after an entire block of town was destroyed by fire. A fireman's auxiliary, dubbed the "Fireflies" was formed in 1976.

A highlight in the history of the department was winning the State Fireman's Association Championship Silver Belt. The NVFD was noted for its speed in pulling the hose cart. The silver belt was a traveling trophy so the NVFD had to win it three consecutive years to retain permanent possession. They recorded their fastest time in the race on June 25, 1904, with 32-3/5 seconds. That same year in the 250 yard straight-away race with Iowa City, the Neola running team broke the world's record with a time of 26-2/5 seconds. The silver belt is in safekeeping at a local bank and the hose cart remains a part of the department's equipment, used only on ceremonial occasions.

The present day fire barn was constructed in 1961 with funds from a small fire protection levy and city and water revenues. The first fire truck was purchased with proceeds from a Fireman's Ball and donations. The community donated money to buy an ambulance which went into service on August 24, 1961.

New York Life Insurance Company

The New York Life Insurance Company, a mutual company founded in 1845, has been represented in the Neola community since the early 1900's. The product line includes individual and family financial planning, business, life and health insurance, group insurance and pension planning, as well as tax-sheltered plans and complete estate planning services. Current representatives are John and Althea Sweeney, who office at 128 Front St. in Neola. John signed a contract with the New York Life in September of 1945 and has worked continuously in the Neola area. Althea joined him in July of 1975. Prior to 1945 the company was represented by Joseph D. O'Connor, Denis T. Jones and George T. Ring, Jr.

The first downtown office for the company was in the Neola Gazette building. The Sweeney's have been in their current office since 1979. The building was formerly owned by the Rock Island Railroad and served as a depot. Mr. Hinkle, a local plumber, purchased the building from the railroad and used it as a plumbing shop for several years. It was later sold to Jerry Wellman who remodeled it for use as a real estate office and rental property. The Sweeney's purchased the building in the summer of 1981. John is a native of the Neola community.

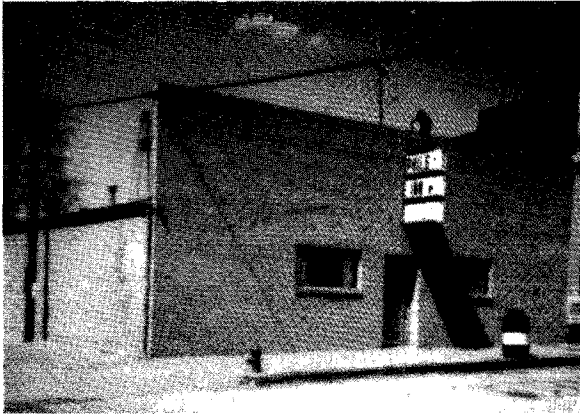
Nielsen Construction Company

February 1, 1975, marked the day Jim Nielsen decided to try his hand at running his own business. Jim had been employed 9½ years with Minden contractors and a Council Bluffs contractor. Thus Nielsen Construction Company emerged. He started his company with one employee and himself. In the years to follow he has employed at one time or another as many as four full-time and three part-time employees.

Nielsen Construction specializes in building new homes and in remodeling of existing homes. Jim has built several new homes in the Neola and Minden area. The company also works at all kinds of outside construction including pole buildings, masonry, concrete, farm buildings, roofs, and the repairing of all types of buildings.

At the present time Jim and his family reside in a home he built in Arrowhead Acres. He operates his business from his home there.

Phil's Inn



After completing time in the service, Phil Herkenrath of Portsmouth, Iowa, became proprietor of Doyle's Bar and Annex. It was purchased from Dan and Barb Doyle on April 1, 1962. They renamed it Phil's Cafe. The building consisted of two portions known as the Bar and the Annex.

Remodeling began in August 1970 tearing down the annex and completely rebuilding it and remodeling the bar portion, including a brick front. In October, 1979, more construction and a kitchen was added. The name was changed to Phil's Inn.

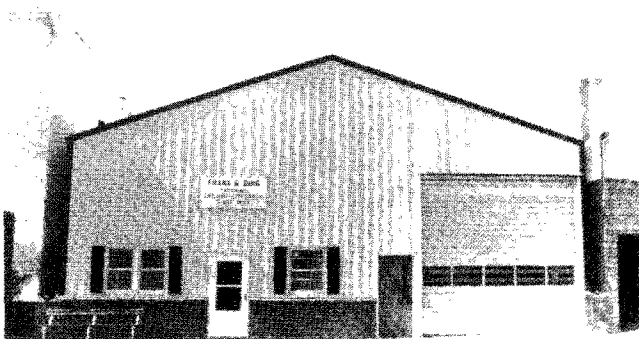
Phil and Gen Herkenrath are presently residing in Neola, Phil in business and Gen teaching at Tri-Center Elementary School. We have two daughters, Gina Marie born in 1969 and Cassandra Lee born in 1972.

Plant Designs

The Plant Designs Flower Shop opened its doors for business in Neola September, 1978. A garage on Second Street was remodeled into an attractive flower shop. The shop specializes in retail fresh flowers and garden plants for all occasions. Judy Larsen, owner of the business, also wholesales corsages, plants and silk items into forty different Safeway Stores, shipping to most of the mid-western states. The shop carries trees planting and a large selection of Christmas trees for the holidays.

The shop employs Mrs. Ruth Soppe and Sandy Wilson.

Ring Transfer



While Frank Ring was coon hunting in the fall of 1923, his dog jumped through the top of his car. Being a man of innovation, he cut the back away, added a small box, and delivered coal. This was Frank R. Ring Trucking's first truck.

In 1924 he bought a Model-T, which hauled approximately 50 bushels of corn. Next, he bought a second hand Gary; the racks folded down, making a grain box. He started hauling livestock and grain to Omaha. In the late 20's he bought an International truck. Others were purchased in the 30's.

In those years, there was no antifreeze, so radiators were drained as the trucks sat out overnight. Frank had started a truck and left it running. While starting another, it rolled back catching him between the two trucks. He almost lost his hand.

During the drought, Frank purchased a new Federal truck chassis. At about the same time Roosevelt put a seal on all corn. Frank's new truck was repossessed. Not one to give up; he enclosed and put benches in a truck and hauled WPA workers. In 1939 a dump truck was rented to WPA. Several trucks delivered milk for Roberts Dairy.

In 1940, Frank purchased a building to house the trucks. This is still the present location of Ring Transfer. A small office was built with the telephone being connected to the house and the office.

A "Grandfathers Permit" was purchased to comply with government regulations for trucking.

A corn sheller and cracker was added to the fleet of trucks.

In February of 1951, Frank died of a stroke. Mrs. Ring, (Rowena), continued the business with her son, Dick as a driver.

Later her other sons joined her in the trucking business; Albert in 1951, Andy in 1957, Ronald in 1959, and Bernard in 1961. Dick passed away in 1963, after a long illness.

In 1965 the old "landmark" building was razed, and a new 30 x 85 building erected. In 1966, a similar building was built in McClelland where Andy and Ben operate the trucking business in that area.

In 1976 Kroeger Transfer was purchased. Ring's expanded their business to include a daily freight route from Omaha to surrounding towns in a 75 mile radius.

September 1979, a new building with offices was built, and a full-time secretary was hired.

Mrs. Ring is now retired. The business operated by Ring Bros., has been a continuous family operation from 1923 to 1982. At present, they employ 12 full or part-time employees, have 15 trucks, 27 trailers, and transport livestock, grain or freight to 13 different states.

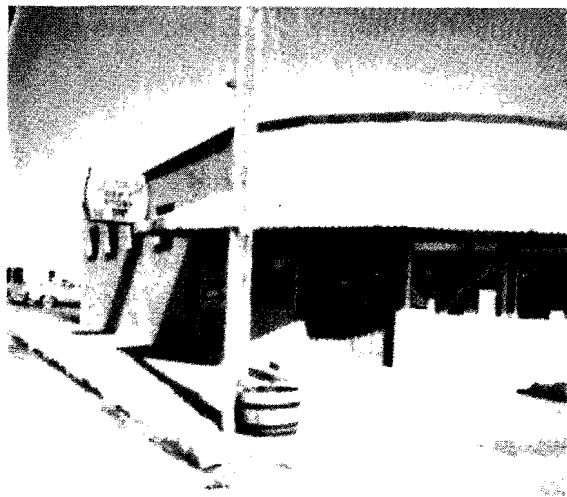
Dr. S. Rosa-Neola Medical Center

May 1971 Dr. S. Rosa and wife, Susann Rosa, opened the Neola Medical Center on Third Street. The Rosa's had formerly been located in South Dakota. Dr. Rosa divides his office hours between the Neola office and his office in Council Bluffs.

Dr. and Mrs. Rosa formerly built a home in Purcell Heights and lived in Neola before moving to an acreage on the east edge of Council Bluffs.

Dr. Rosa has served as Pottawattamie County Medical Examiner since August 1971. Mrs. Rosa, his nurse, is a graduate of Mercy Hospital in Council Bluffs. Dr. Rosa took his pre-medical at Berkely in California and is a graduate of the University of Madrid in Spain.

Schierbrock Department Store



The oldest continuously operated business located on the same site is Schierbrock Store. H. Mendel opened a general store on this location sometime in the 1870's. At his death, G. L. Cooper purchased the store and operated it until 1917 after the death of both he and his wife, the store was purchased by A. B. Schierbrock, Leo Schierbrock and Anna Schierbrock.

At the end of ten years the store was sold to Nieman and Krutzman, who operated it until 1930. Schierbrocks then repurchased the store. On April 8, 1948, the original H. Mendel building was destroyed by fire. A temporary business office was set up in the newspaper office and work started in May on a new block building. In July the department store reopened for business.

On February 22, 1978, Leo Schierbrock, the last of the brothers and sisters that operated the business during these many years, died at a Council Bluffs hospital. His son, Gerald, had been assisting in the store operation since he was a child. He and his wife, Mary Pat, remodeled the interior of the store and installed a check-out counter. They are today continuing on the tradition of Schierbrock's Department Store. Present employees are Yvonne Boyer, Jean Redinbaugh, Greg Schierbrock and Brenda Armstrong.

Stokely Yards, Inc.

Stokely Yards, Inc. opened August 1, 1923. The yard which was the former Rees Gabriel & Co. was purchased by Schaap Lumber Company in March 1923. Mr. Schaap moved to Neola, but immediately afterward became seriously ill and died in a Council Bluffs hospital. Frank Stokely of Grinnell purchased Mr. Schaap's interest in the Neola and Underwood yards and opened for business on August 1st. Mr. Stokely managed the Neola Yard until 1936. At that time he moved to Perry and early in the year Asa Schmaedecke moved from Underwood to become manager of the Neola yard. Asa served as manager until 1961 when he retired. Owen Jessen, who had been with the yard since 1946, assumed management of the lumberyard at that time. Owen is the present manager.

Tri-Center Auto Parts

The old Knights of Columbus Hall was purchased October 1977 from Susann Rosa and fixed up to accommodate Tri-Center Auto Parts. The store was opened for business on January 23, 1978.

The store sells automotive and agricultural parts and related items. Tri-Center Auto Parts is a partnership between Gordon Petersen and Ron Kopaska and employs **John S. Kenealy** and Doni Kapaska.

Von Hebel's



Herman John Von Hebel was born September 28, 1869, in Hanover, Germany. He arrived in Neola in 1884 and worked as a farm hand and in the Neola brickyard.

Rosina Kuper was born July 12, 1875, in Zanberg, Netherlands. She along with her parents, two brothers and three sisters came to Neola in 1882.

In 1888, Herman went into the saloon business, which brought the total number of saloons in Neola to nine.

Herman and Rosina were married April 14, 1896. Five children were born of this union: John (February 20, 1897 - October 1, 1970), Helen (January 19, 1899 - April 21, 1972), Maria Theresa (February 6, 1904 - January 5, 1905), Paul (July 19, 1906) and Angela (December 17, 1912).

Paul took over the business in 1929. Preceding Herman's death in April of 1933, beer was legalized and Paul reopened the tavern as The House of Mugs.

Helen married Ben Jungferman and they had one child, Raymond, Ben died December 22, 1922, when Ray was only four months old. On August 24, 1934, Helen married Asa Schmaedecke. Asa died October 23, 1973.

Angela married Gene Floerchinger on December 17, 1945. They have no children and currently live in Omaha.

John ran the tavern from August, 1942, until November, 1945, while Paul and Ray served in World War II. John never married and worked in the tavern until his death.

Ray married Phyllis Chapman (July 2, 1921 - February 7, 1973) on August 23, 1949. They had one daughter, Patricia Joe, on September 10, 1951. Patricia has one son, Corey Allen Newland.

Ray now runs The House of Mugs. It proudly displays mugs from Canada, Germany, Thailand, Philippines, Italy, Ireland, France, England, Denmark, Japan, USSR, Australia, Sweden, Finland and Nova Scotia, as well as nearly every one of the states. They range in size from holding a thimbleful to two gallons.

Wellman Construction Company

Wellman Construction Company is operated by Walt and Mike Wellman. The business started with Walt purchasing his first caterpillar for his own use and later expanding and moving to their present location. They celebrated their twenty-fifth year in business in 1981.

The business consists of bulldozer and scraper work, soil conservation projects, excavation and crane work. In the spring of 1976, a new phase was added to the business by purchasing the mobile concrete service.

Walt is married and he and his wife, Inez, have five children and eight grandchildren.

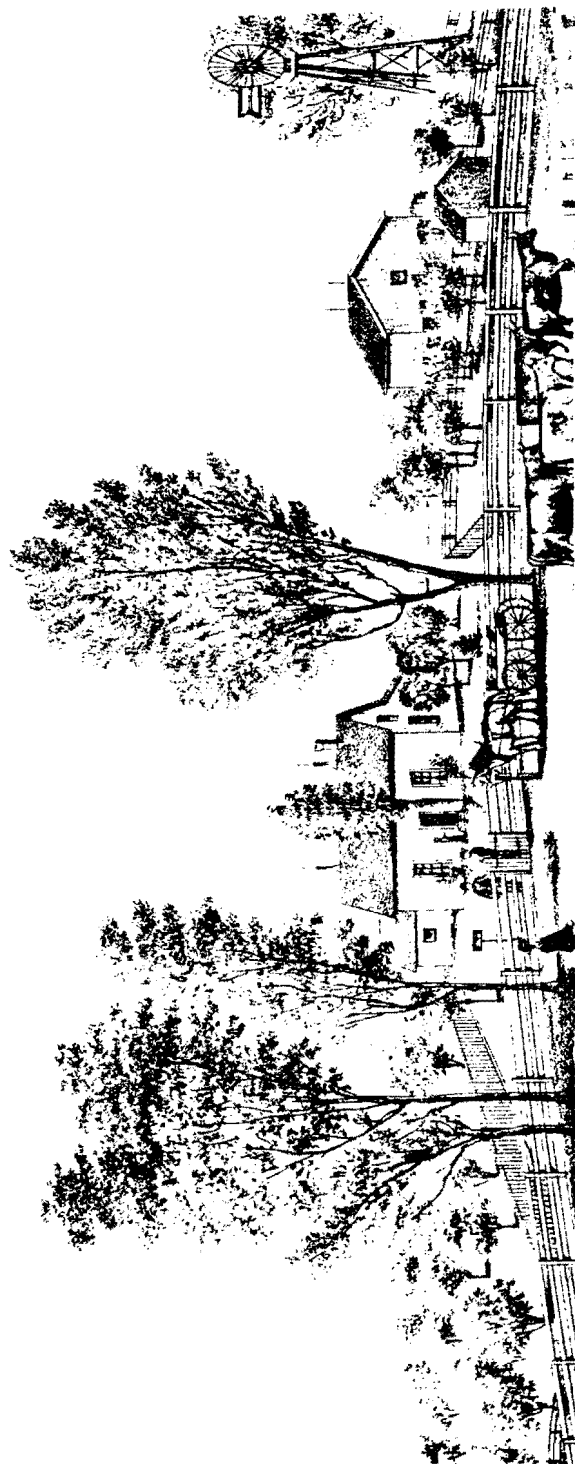
Mike is married and the father of four children.

X-L Water Conditioning



Richard Schneckloth started in the water conditioning business in October, 1975. He operates his business out of his home on Third Street in Neola. His services include water testing, purification and filtration both residential and commercial.

Richard maintains that clean and pure drinking water is very essential to the health of both humans and animals. Richard and his wife, Doris, have seven children.



1948 PICTURES



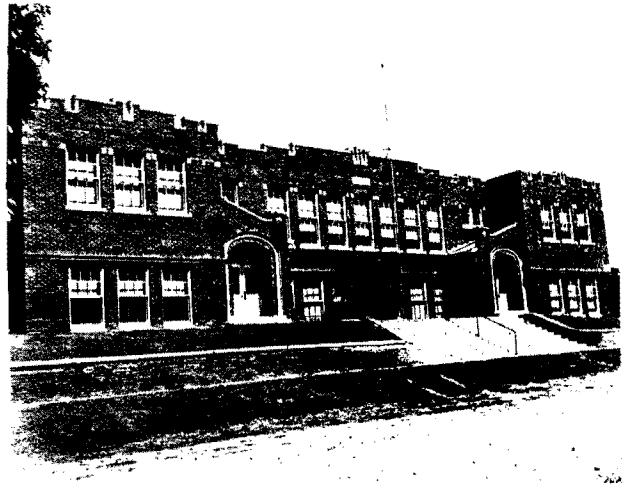
M. Brandenburger Store & Home



St. Joseph's Catholic School



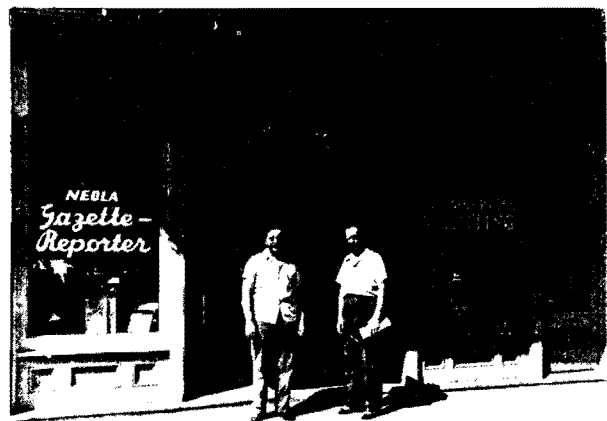
Presbyterian Church



Public School



St. Patrick's Catholic Church



GAZETTE Reporter Newspaper Office

Nelson Feed & Hatchery

Baby Chicks
Supplies
Feeds
Service (Culling)

STALEY'S FEEDS & SALISBURY REMEDIES

Flock Double Tested for Pullorum

Phone 20

NEOLA, IOWA

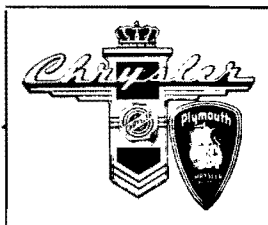
Hobbins Standard Service

Tires, Batteries,
Spark Plug Cleaning and Testing
Greasing and Accessories

Phone 134

Neola, Iowa

Neola Auto Company



Neola, Iowa - Phone 88

RAY CRAFT, Manager

Chrysler and Plymouth Sales and Service

Roy H. Brownell

Dependable
Service
At Low
Cost

Make
Our Store
Your
Headquarters

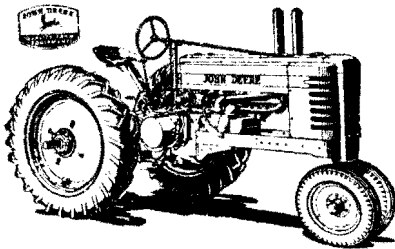
Neola, Iowa

Phone 97



Sales & Service

"Vic" Petersen



Your John Deere Dealer
In
Neola, Iowa
Service & Parts
General Farm Supplies

RIEF'S

APPLIANCE & HARDWARE STORE

Paints . . . Wallpaper . . . Furniture

Neola, Iowa

Phone 60

ARNER DRUG STORE

Wallpaper - Paints - Glass

Phone 59

Neola, Iowa

STINN RADIO & ELECTRIC

Neola, Iowa

-*-

Repairs, Appliances and Wiring

Compliments Of

CITY BAKERY

Doyle E. Peterson
Neola, Iowa

Compliments Of

BLUE RIBBON INN

Neola, Iowa