

A THRIVING VILLAGE

Scandinavia, Her Academy and Business Houses

The editor of the Republican spent Tuesday in the neat and industrious village of Scandinavia and was greatly impressed with the evident thrift and energy of her citizens. The three railroads entering the town give unusual means for getting in and out and many people come and go each day? While the village is almost forty years old there are but very few dilapidated buildings and the worst of these, the old windmill, is being torn down this week. The village has its share of churches, the public schools are well equipped and in charge of competent instructors and the moral tone of the community is shown by the fact that no licensed saloons are permitted.

The town boasts one institution which is known not only throughout Wisconsin but also in the neighboring states, Scandinavia Academy. This was established 14 years ago and has improved each year until in 1908 it has an enrollment of 97 pupils taught by a faculty of 8 competent Christian instructors. The Academy at first was a local institution but in 1902 the Academy was taken up by the United Lutheran Church and is now aided by that body and under its supervision. The location on the wooded banks of silver Lake is most picturesque and its eleven acre campus gives abundant opportunity for all kinds of recreational the academy building, a brick structure 48x80 feet, three stories and a basement, gives ample room for all the activities of the school and there are many organizations and societies for the development of the mental, social and athletic natures of the students. While the Academy is a religious institution and religion is one of the branches of study, students of good moral character of no religious affiliation are received. There are now 194 graduates from the several courses. The academy, under the able supervision of Prof. Holland bids fair to go on to many years of increased usefulness and success.

The business houses which have been longest in the field are Thorson Bro's, Mr. Gottschalk, Gunder Knudsen, O.N. Wanbon and O.P. Sheveland.

Thorson Brothers bought in 1882 of Mr. Wrolstad their present store and have occupied it ever since with a stock of general merchandise. Their business has grown so that they have been forced twice to build on to their store and it is still on the gain.

Mr. (Elias) Gottschalk, general blacksmith, has been in business at the same old stand for 22 years. He is using today a hammer, pinching tools, and a clincher which he made for himself in 1881. He landed in Waupaca on a dark rainy night and became immediately convinced that the Central's depot was above the rest of the country.

Gunder Knudson, Blacksmith and Horseshoer has seen 24 years as a Scandinavia business man. His wagons and sleighs are in use all over the country and although he is not as young as he once was, he is still turning out good work and lots of it.

O.N. Wanbon is another maker of buggies, wagons and sleighs and sells many which he does not make himself. He has been in business in the village for 22 years.

Another of the older business men is O.P. Sheveland the shoemaker. For over 20 years he has tended to the soles of the villagers and mended their uppers and enabled them to put their best foot foremost. He is still engaged in caring for such small ills as people's footwear is subject to.

A large, well equipped and fully stocked, modern store is that of Peterson Brothers company, and incorporated companys. The firm was a partnership of Peterson brothers from 1895 till 1905 when they changed to an incorporated company adding largely to their room and stock until now they have a store which compares, favorably with those in

towns of twice its size having a fine stock of dry goods-groceries-shoes, clothing and crockery.

Scandinavia has two hardware stores—Hanson Brothers and O.M. Sannes. The first named carry a complete line of all kinds of Hardware and Farm Machinery. They began business in 1890 and have grown slowly but surely until now they own the building and carry twice the stock they had at first. They have build up an excellent trade by straight forward business methods and handling only reliable goods. Mr. Sannes started a few years later and carries a smaller stock but is building up a thriving business by selling only first class goods at reasonable prices. He also carries a stock of Pianos, Sewing machines and musical instruments in another store and disposes of a large number each year.

Scandinavia has a furniture store carrying as fine and complete a line of up-to-date furniture as is generally found in towns of 2,000 people. E.C. LEEAN, the proprietor, is a graduate embalmer and exceptionally good undertaker. He has been in business in Scandinavia for 14 years and has established an unusually good business. He has a good trade in Graphophones and musical instruments.

Engdahl & Company are the proprietors of an unusually well stocked Clothing and Gent's furnishing Store. They do the best business of the village in their line and have been 8 years building it up. Mr. Engdahl, the Senior partner, is a skilled tailor and they carry a full line of suitings.

The Bank of Scandinavia was organized as a private bank in 1900 by R.J. Bestul who did a good business but felt that it would be better to have stockholders so in 1903 it was changed to a state bank with ten thousand capital and 21 stockholders. Starting in a rented building, they built one of their own, a very neat, convenient building, the following year. Deposits were \$48,500 to start and are now \$133,000; the business is prospering s is shown by the \$900 of surplus and undivided profits. Mr. Bestul has the confidence of the entire community and has shown hiself worthy of the trust.

The Scandinavia Drug Store, James Peterson proprietor, has a completely line of drugs embracing everything need in up-to-date prescription work as well as the standard remedies. Here are also to be found large stocks of wall paper, paints and oils, fancy stationery and toilet articles.

Other lines of business represented are Restaurants—two kept by John Lee and Company and Anderson Brothers. Here warm meals may be obtained at all hours and fine lines of confectionery are also carried.

G.G. Jole keeps the tonsorial parlor of the village where for seven years he has trimmed th locks and scraped the countenances of the male portion while next door Miss Rudberg provides fashionable millinery for the female element. The Maxwell Lumber Company furnishes lumber, building material and coal for th local and surrounding country trade from its well stocked yards and the Scandinavia Mills grind the feed for the farmers.

The farmers near Scandinavia to the number of 200 and over decided 3 threes ago that they could market their own produce and proceeded to organize a co-operative company, build a warehouse and selected Mr. Anderson as manager. The business has thrived beyond expectation under his management. They are now disposing of a car load of flour and three car loads of eed a month. Las year they handled 200 cars of potatoes and 30,000 bushels of grain. This year they have handled 190 cards of potatoes so far.

P.M. Olfson (sic) Company also has a warehouse here in charge of Charles J. Anderson and they have handled 60 car loads of potatoes this season. Mr. Andeson is also Secretary—manager of the silver Lake Co-operative Creamery Company which has about 100 patrons and manufactures in the neighborhood of 7500 pounds of butter weekly on average throughout the year. They have expended \$2,000 the past year in repairs and new

equipment and have still a balance in the treasury.

No description of Scandinavia would be complete that omitted the Commercial House kept by mine host Plopper, a genial gentleman who is always ready to entertain his guests with stories as well as edibles. His aim is to make his house as good as any small town can boast.

A word must be added in regard to the neat job-printing establishment operated in connection with the post-office by Post-Master Peterson. A good press and a nice assortment of job type enables him to care nicely for the needs of the village in the line of job work.

The mill of J.A. Wrolstad is kept busy mostly on custom grinding. It has become famous all through that section for the uniform excellence of the flour which they turn out and this plant is an important factor in drawing the farmers of the surrounding country to Scandinavia.

Stinson and Anderson are men who rely on air for their market. They do not care whether it is hot air or cold air, any kind of air will drive their light running windmills. They also carry a full line of pumps and water tanks and have their time fully occupied in supply the needs of their customers.

L.L. Tollefson carries a full line of fresh, salted, and smoked meats. He secures all the choicest stock of the surrounding country and keeps his customers satisfied because they get their moneys worth.

The surplus stock of the vicinity is bought up by Ed Johnson for Mr. Gulickson of Iola who ships frequently in car-load lots.

This is a meager description of the industries of our thriving sister town Scandinavia. A visit there will convince any one of the thrift, industry, and energy of her citizens who are working together for its advancement.