

The Mercantile Store was renamed the Fairway Store. The Elseth Bjornrud partnership continued till 1966. Mr. Bjornrud retired and moved to Minneapolis. Mr. Elseth set up a new business in the village, the Elseth Heating and Air Conditioning. The Fairway Store building is now operated by Mrs. Josephine Bjorgaard as a dry goods notion store.

#### Hoberg and Erickson Store

The Hoberg Erickson Store was the second one built in the village in 1904. It was a large concern and included harness and hardware as well as general merchandise. Some clerks were John Hoberg, Alfred Johnson, Adolph Sollom, and Miss Dinah Roppe. John Hoberg has said that his salary per month was thirty-five dollars working from sun-up to sundown. When the men were not busy waiting on customers they had to clear the land to the south of the block and drain low places. Alfred Johnson at that time drove a beautiful span of roans. He hauled heavy loads such as kerosene from Thief River Falls. Wood was the only fuel used in 1904 and Alfred Johnson has told of buying ten cords of wood for fifteen dollars.

Harry Hoberg who was postmaster of the inland town of Newfolden became the first postmaster in the village. One cold morning in January 1911 the Hoberg Erickson Store burned and was never rebuilt. The fire was a terrifying experience for the villagers because there was no fire department. A bucket brigade of volunteers did what they could to contain the fire. Fortunately the wind veered or other buildings might have burned.

#### Bertil Bakke Confectionery and Drug Store

In 1904 two-story buildings were erected side by side on the south side of Minnesota Ave. One of these structures was built by Bertil S. Bakke, son of Lars Bakke

of Thief River Falls. He called his store a confectionery drug store but he soon branched out into groceries and hardware. In 1909 he sold the hardware business to Alfred Johnson and in 1910 John Hoberg purchased the confectionery place.

#### Gilbert Nordrum Store

Gilbert Nordrum build a two story structure adjacent to the Bertil Bakke Store. The second floor was used for living quarters. The first floor housed a barber shop, cafe and miscellaneous merchandise. No record can be found when he sold out. Clayton's Place is now located on this site.

#### Ole Tvedt Grocery

The Ole Tvedts operated a grocery business in the former Bakke place on the south side of Minnesota Avenue. Advertisements in the Newfolden Review for 1911 and 1912 show that they sold groceries, fruits, and school supplies. In one of these ads is included this phrase. "Honesty and full value is our motto." Mrs. Tvedt operated the telephone central on the second floor of the store. The Tvedts moved out of town for a couple of years but returned to Newfolden to start a grocery store and restaurant in the Tonnes Nelson complex on the north side of Minnesota Ave. In one of their sales bills for 1936 they sold on July first eight dozen rolls for two dollars and eight dozen bismarcks for two dollars. Clerks who worked for the Tvedts included Annie Lindquist, Pearl Goplin, Verna Isacson, Olga Farstad.

#### Tonnes Nelson Store

After his marriage in 1911 to Ida Lindquist, Tonnes Nelson sold implements and his wife operated a grocery store in the Tonnes Nelson complex. His chief business as a cattle buyer and real estate business will be told in another section of book.

Harry Knitter at one time operated a store in the Tonnes Nelson complex.

#### Sven Swenson General Merchandise Store

In 1907 Sven Swenson of Thief River Falls built a one story structure on the site of the present Midland Station. Some of the people employed by Mr. Swenson in his general merchandise store were; Oscar Johnson, Tillie Knutson, Millie Aspelund, Annie Lund and Dinah Roppe. Mr. Swenson did not long continue and the building was used for various businesses. At one time Alfred Johnson operated it as a hardware store. In 1929 the building was again used for general merchandise when Mr. Seilstad took over.

#### Seilstad General Store

Mathias Seilstad who had for many years operated a store at Ellerth, Minnesota moved to Newfolden in the fall of 1929. He did a thriving business for many years. He retired in the early forties.

#### Amundson and Lee Store

In 1910 Adolph Amundson and Sam Lee built a large one story store south of the present post office. As time went on the stock was increased to include hardware. Clerks known to have been employed there from time were Hans Hanson, Peter Tvedt, Hilma Dahl, Clara Saugen, Lydia Loveid. After the sudden death of Adolph in 1927 his brother Halbert moved to Newfolden and took his brother's place in the business. In 1933 Sam Lee became active in the business of selling caskets and was less active in the store business. He retired in 1955. Halbert continued a few years more, and the stock was sold. The Bjorgaards operated the business for short while after which they demolished a part of the southern half and remodeled one portion as an apartment.

which is now occupied by Mrs. John Bjorgaard and family.

Early beginnings of hardware business in the village of Newfolden was stock put into Bertil Bakke place. In 1909 he sold the hardware to Alfred Johnson who moved the stock to the Swenson building where Midland is now located. Alfred became interested in selling oil so he sold the hardware stock to John Hoberg. John Hoberg built a structure on the north side of Minnesota Avenue which was later bought by Paul Vinje and Olaf Nelson and became known as the Olaf Nelson place.

#### Smeby Aasen Hardware

On February 10, 1915 Martin Smeby and H. S. Aasen of Winger, Minn. started a hardware business which lasted for many decades. Their first location was in a two story structure adjacent to the Tvedt grocery on the south side of Minnesota Ave. Smebys used the second story for living quarters. Mr. Aasen was a partner but he never lived in Newfolden. On May 26, 1925 Mr. Smeby purchased the Aasen share of the business and moved across the street to the building adjacent to the Soberg Restaurant. In 1928 Smeby purchased the Mortrud livery barn which was demolished and a new structure erected known as the Implement Company. For a few years Helge Johanneson was the operator. A snap shot from that time shows a long line of tractors displayed for sale. Mr. Smeby was constantly enlarging the business. He put in a fine stock of furniture and also maintained a seed house on the south side of the street. Mr. Lannoye bought the seed house and continued the business for a few years. Mr. Aasen withdrew from the company and Smeby's son, Marvin, in 1945 joined the firm handling the machinery. He remained with the company till 1953. In 1947 the machinery and implement business separated from the hardware store. In 1950 H. Johanneson be-

came manager of the Newfolden Machine Co. It was during this period that the Smeby Hardware sponsored open air movies during the summer months showing International Harvester films. Newell Smeby purchased the Implement Co. and renamed it Smeby Implement Co. International Harvester Dealer. Louis Sagstuen in Oct. 1956 became the co-owner in the Smeby Hardware and it was renamed Sagstuen-Smeby Hardware Store. In the spring of 1963 the Sagstuen Hardware quit business. Some time after that Clarence Haug purchased the Implement Co. and continued in business for some time.

#### Campbell Thompson Gamble Store

In 1962 Campbell Thompson of Greenbush stocked the former Smeby Hardware building as a Gamble Store. Due to ill health Mr. Thompson discontinued the business in 1967.

#### Hank Hardware Store

Percy Stokke is the owner of the former Smeby building and is now doing a flourishing Hank Hardware business. In the spring of 1973 the store was enlarged by an addition on the east side.

#### Gust Haugen Grocery Store

In 1933 Gust Haugen, a former clerk in the Smeby Hardware Store, set up a grocery business in the west section of the Smeby complex. In 1936 he sold out to Jewell Severson who renamed the store the Hartz Store.

#### Hartz Grocery Store

From 1936 to 1943 Jewell Severson continued in the grocery business. He sold his store to B.K. Sethre of Pelican Rapids. Mr. Sethre and his family moved to Newfolden

and has since made their home here. January 1964 B. K. Sethre sold to Stuart Sethre who became the owner and operator of the store. In 1973 considerable additions and remodeling were made.

#### Sales Pavilion and Surplus Store

In the early fifties Elmer Holmaas built a sales pavilion and surplus store on a site east of the Soo Line tracks. Sales were held regularly every Friday at one P.M. and people could bring whatever they wanted to sell. The bleachers could accommodate 300. He continued in business till 1956. On the same lot Holmaas operated a Pure Oil Station.

#### Stan's Grocery

On December 13, 1949 Stanley Holmaas began a modest grocery business on the Holmaas site near the sales pavilion. The grocery business flourished and Holmaas remodeled the store in 1950. More extensive additions were made in 1955 and again in 1965. Living quarters for the family are on the same lot.

#### Bjorgaard Novelty Store

Mrs. Johanna Bjorgaard operated a dry goods notion store in the old Amundson Lee building for a time. After the Newfolden Mercantile Company was closed she transferred her business to that place and has since that time increased her stock considerably.

#### The Ross Clothing Store

For the space of one year - about 1950 - Sam Ross had a women's and men's clothing store on the south side of Minnesota Avenue.