

HISTORIC NAME: Zetterberg Company

COUNTY: Kanabec

80002084

CURRENT NAME:

CITY/TWP.: Mora

LEGAL DESC.: Kent's Addition to Mora  
Block 22  
Lots 7 and 8ADDRESS:  
630 E. Forest

CLASSIFICATION:	CONDITION:	SIGNIFICANCE:	THEME/S:
Building <u>X</u>	Excellent _____	Local <u>X</u>	Primary <u>Commerce</u>
Structure _____	Good <u>X</u>	State _____	Secondary <u>Agriculture</u>
Object _____	Fair _____	National _____	Others _____
District _____	Deteriorated _____		

OPEN TO THE PUBLIC: Yes X No \_\_\_\_\_ Restricted X  
 VISIBLE FROM THE ROAD: Yes X No \_\_\_\_\_  
 OCCUPIED: Yes X No \_\_\_\_\_

PRESENT USE:  
Store

DATE CONSTRUCTED: 1912

ORIGINAL USE: Implement dealership and  
mercantile establishment  
ARCHITECT/BUILDER:

ORIGINAL OWNER: Zetterberg Company

OWNER'S NAME AND ADDRESS: Mr. and Mrs. Marcus Zetterberg,  
113 South Pine, Mora, MN 55051; and Mr. Linnea Zetterberg,  
540 Clark, Mora, MN 55051ACREAGE: Less than one acre XLOCAL CONTACT/ORG.: Kanabec County Historical Society  
Mora, MN 55051

UTM REFERENCE:

FORM PREPARED BY: Mark Haidet  
DATE: March 1980Mora North Quad. 7.5  
15 / 477630 / 5080110

## DESCRIPTION:

The Zetterberg Company occupies a double lot at the intersection of State Highways 23 and 65. It is located several blocks east of Mora's major commercial district and in close proximity to the railroad tracks.

The structure originally consisted of two similar buildings separated by a small open area; the buildings were connected in the late 1940s with the construction of a one story addition. The complex's primary section is a two story rectangular frame building sheathed in clapboard. The building measures three bays across and six bays deep. Its low pitched gable roof with slightly projecting eaves is broken only by a centrally located brick chimney. The building's principal facade features a false front, large glass windows on the street level, and a recessed central doorway. Evenly-spaced double hung windows are situated on the front and sides of the second story. The building's interior has undergone minimal alterations.

Like its two story counterpart, the one story structure to the west is rectangular in shape and features a false front and recessed central doorway. The doorway is flanked by a double hung window on either side. The building is sheathed in drop-siding. A warehouse (1940s) sheathed in tin adjoins the rear of the building.

Four large windows adorn the front facade of the central frame addition.

A small wood shed and a gable-roofed frame warehouse are also located on the property.

## SIGNIFICANCE:

Zetterberg Company represents both Kanabec County's shift from logging to an agricultural based economy and the railroad's influence on the layout of townsites. It is also significant as a notable example of the early implement dealerships established in larger agricultural service centers throughout Minnesota, and as a recognized local landmark. Peter Zetterberg, a Swedish immigrant, worked in the pineries near Mora in the 1890s. As logging faded and agricultural development expanded, he turned to the sale of farm machinery and opened a small implement dealership in Mora in 1900. Later, when the Great Northern Railroad relocated its depot on the outskirts of the village, Zetterberg made the crucial decision to abandon the central business district and reestablish his business near the new depot. He erected the two original structures in 1912. Other businesses soon followed Zetterberg's example and a business strip oriented both to the shipping point of the rail line and the roadway access to the community developed east of town. Two of Zetterberg's sons presently operate the store, which continues to serve the surrounding community.

JUL 9 1980

Zetterberg Company

Mora, Minnesota  
Kanabec County

Bibliography:

Kanabec County Times. September 4, 1913 and May 3, 1956.

Zetterberg, Gladys. Several telephone conversations with Mark Haidet  
between January 1980 and March 1980

Ziegler, Frank. "KEN-Ā-BIG": The Story of Kanabec County. Mora:  
B & W Printers, 1977. p. 159.