

the magazine had sixty subscribers and with its publication began the first of many years of hardship for Mr. Anundsen, in trying to keep alive a worthy literary journal. His able wife devotedly helped him not only in his struggles in La Crosse but even after Mr. Anundsen located in Decorah, and much credit is due her for the great success which was to be his. On Friday, December 13, 1867, he and his wife loaded their printing press, type and household goods in two wagons and left La Crosse for Decorah, reaching this city on December 15, 1867. The country was still deeply suffering from the wounds of the Civil war and years of struggle ensued, which in 1870 compelled Mr. Anundsen on account of poor support to cease publication, although he had at that time fourteen hundred subscribers, of whom many, however, were unable to pay their subscriptions. On September 18, 1874, the first number of the Decorah Posten made its appearance. In its infancy more obstacles had to be overcome, more years of struggle had to be lived through, but the natural ability of Mr. Anundsen won the day and he finally guided his publication to a position beyond the danger point. Today two and a half tons of papers leave the office per week for all parts of the world, and the plant of the Decorah Posten is considered a model of its kind and one of the best equipped in Iowa. Mr. Anundsen entered upon newspaper publication at a period when the purpose of journalism had its educational feature in addition to the dissemination of general news and had not yet been tinged with the commercial spirit of the age, which seeks through sensationalism to stimulate the curiosity of the public without regard to wrong impressions. He never deviated from the high principles which he set up or lowered standards because he considered it expedient or profitable to do so, and his policy was ever in keeping with the high standard which has ever been maintained by the paper. In November, 1910, Mr. Anundsen suffered a severe attack of illness which forced him to give up his editorial duties and he was confined to the house until his death on March 25, 1913, although his directing hand yet touched during that time here and there upon the policies and management of his publication.

On October 26, 1865, Mr. Anundsen was married in La Crosse, Wisconsin, to Esther Mathilde Charlotte Hofstrom, a native of Sweden. Through years of business struggles and straitened circumstances she was his help and inspiration. She was born May 28, 1838, and lived to see their joint work grow to success. She died in Decorah, January 2, 1899. Their children were five, of whom but one is living, Frederick Haddorph, born December 9, 1872, who married Miss Emma C. Hegg, of Decorah and is advertising manager of the Decorah Posten. The deceased members of the family are: Ludwig Nathaniel, born December 30, 1866; Arthur Fernando, born January 12, 1868; Louise Mathilde, born September 13, 1870, and Emily Sophie, born December 18, 1874. On September 10, 1901, Mr. Anundsen married Miss Helma Beatha Hegg, of Decorah, a daughter of Hans and Johanna (Houg) Hegg, natives of Norway. The father was a harness-maker by trade, the parents coming to Decorah early in the history of the city. Here the father for many years was engaged in the harness business.