

# The Iola Historical Society's Window

Quarterly Member and Activities Newsletter

Volume Seven

Number One

Winter 2014



*Dr. George Dale's drug store with the liquor store to the right.  
Dr. Dale is wearing the white shirt.*

Doctor George Dale, who was originally from England, came to Iola in 1880 with his wife Sarah. Sarah died in 1881 and is buried at Riverside Cemetery in Iola. Dr. Dale later married Karen Sether.

Dr. George Dale had his doctor's office on the second floor of his drug

and sanitarium on the east side of the 100 block of South Washington Street, now named Chet Krause Drive. It was near the center of the block where the Iola Living Assistance nursing home is located today.

In the book *A History of Iola*,

for 20 years and died at the age of 57. That would have made him three years old when he started practicing medicine in Chicago!

His new hospital was built for treating those cancers and tumors that he had studied earlier. Dr. Dale named his new hospital the "Iola Cancer and Tumor Sanitarium." Contemporary news items of the time reported: "Dr. Dale is quick to detect such cases and honestly expresses his opinion when it seems to be beyond his skills." He also traveled hundreds of miles by either horse and buggy or train to administer his course of treatment, which took from three weeks to three months.

Dr. George Dale was elected Iola's first village president in 1892 when the Village of Iola was incorporated. Most of the early village board meetings were held in Dr. Dale's Drug Store or the I.O.O.F Hall.

In the April election of 1893, O. G. Frogner replaced Dr. Dale as village president. At a meeting of the village board it was moved by Frogner and seconded by T. Thompson and unanimously approved, "To notify Dr. George

## The Iola Cancer and Tumor Sanitarium

store, which was located on the southeast corner of Main Street and State Street where he did his own compounding of medicines. In an attached smaller building on the south side of the drug store he operated a liquor store.

In 1887, Dr. George Dale built a 50-ft. by 180-ft. private hospital

author Malcolm Rosholt stated that Dr. Dale was a physician and surgeon in Chicago where he studied cancers and tumors for 34 years before coming to Iola. Thirty-four years would be inaccurate because Dr. Dale practiced medicine in Iola

Dale to stop selling liquor to minors, persons under the influence of liquor and habitual drunkards, also by the drink." A month later, on a motion by Clarence Cleaves and seconded by T. Thompson it was moved that part of the minutes relating to Dr. Dale

by Lyle Mork, IHS Historian

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## President's Message

The Society hit some very positive notes as it closed out 2013!

On Saturday, October 5, we hosted another very lively and productive *Taste of Norway & Lost Arts Fair*, our fourth annual production, an event that for the second year in a row also incorporated the Iola-Scandinavia Chamber of Commerce's annual *Fall Craft & Gift Show*. On Monday, October 28, we held our final business meetings of the year, at which the board and officers for 2014 were affirmed.

While November was a relatively quiet activities month, with housekeeping issues at the fore, the entrance to the museum and office area was upgraded with the installation of a new door, thanks to the efforts of Lyle Mork, Gene Wasrud and Jim Jenson. Replacing the old entry, is a charming windowed, wood grained door opening to a "Welcome to Iola's Historic Past" (c. 1890s) main street mural invitation.

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### Iola Historical Society

210 Depot Street

P. O. Box 412 · Iola, WI 54945

#### Officers

Clifford Mishler, President  
Lyle Mork, Vice-President  
John Bertelson, Jr., Secretary  
Tom Fucik, Treasurer  
Board of Directors  
Greg Loescher, Doug Watson  
Stella Strand, Director Emeritus  
Lyle G. Mork, Historian  
Doug Watson, Window Design

#### Become A Member

Individual Membership .... \$20 yr  
Family Membership..... \$30 yr  
Supporting Membership... \$50 yr  
Individual Life Membership \$200

Direct remittance payable to:

Iola Historical Society  
P. O. Box 412, Iola, WI 54945-0412

iolahistoricalociety@tds.net  
www.iolahistoricalociety.org  
Phone: 715-445-IOLA (4652)



The Iola Cancer and Tumor Sanitarium was located on the east side of Chet Krause Drive. Dr. George Dale is standing in front of the fence of his sanitarium with nurses and probably kitchen help to left. It is not known who the three gentlemen to the right are.

### CANCER SANITARIUM Continued from page 1

be stricken from the journal, the motion lost.

Dr. Dale advertised his new cancer sanitarium throughout the Midwest through newspapers, magazines and posters like the one shown. The beautiful and very eye-catching poster shown has Dr. Dale's specific advertising overprinted on a stock color lithograph. The poster advertises "cancers and tumors cured without the use of a knife." It also advertises to send a two-cent postage stamp for a book of testimonials, presumably from successfully treated patients.

The following is an advertisement that Dr. Dale placed in a magazine in 1898. The ad was 2" by 3" and stated the following. "Are you suffering with a cancer tumor or malignant growth of any kind? The **Iola Sanitarium**, Iola, Wis. is an institution thoroughly equipped for the treatment of these diseases. The Sanitarium is under the personal supervision of **Geo Dale, M.D.**, a physician who has made the treatment and cure of cancer

a life work. The sanitarium has been established and successfully conducted for fifteen years and in that time has cured hundreds of cases from all

parts of the United States.

No Knife, caustic or plaster. We never fail to affect a permanent cure where conditions are at all favorable.

For references address **Geo Dale, M. D.**, Iola, Wis.

In that ad there are some misleading or at least exaggerated statements. He

states that the sanitarium has been in operation for 15 years; however the sanitarium was built only 11 years before the ad was placed. It also states the sanitarium has cured hundreds of cases, which may be a little overstated.

Dr. Dale also promoted his sanitarium in the local *Iola Herald* newspaper with a news release titled "Sanitarium Siftings" using names of patients and visitors. There were several such ads each week. Here are just a few to get an idea of what was presented.

On July 28, 1898, "Mrs. George Ailard of Green Bay arrived at the



Sanitarium Wednesday morning to visit her sister Miss Meisler of Crystal Falls, Michigan, who is being treated for cancer." – "Mrs. Ada Kindler of Menominee, Michigan returned to her home after two days stay at the Sanitarium, as the doctor told her that he could do nothing for her." – Mr. Davies of Pickens, Wisconsin, spent Sunday at the Sanitarium. He consulted Dr. George Dale in regard to a cancer in his jaw and neck, but doctor could give him no encouragement for a cure and advised him to return to his home, which he did."

On September 1, 1898 one of the "Siftings" stated, "The doctor returned from Minneapolis, Minnesota and Menominee, Wisconsin, Saturday morning where he had been on business for the Sanitarium. During his absence he saw several who had been treated at the Iola Sanitarium, and found them entirely well."

In the September 29, 1898 issue of the *Iola Herald* the following "Siftings" are two of the five printed. "Adolph Warner of Seymour was at the Sanitarium last Friday for

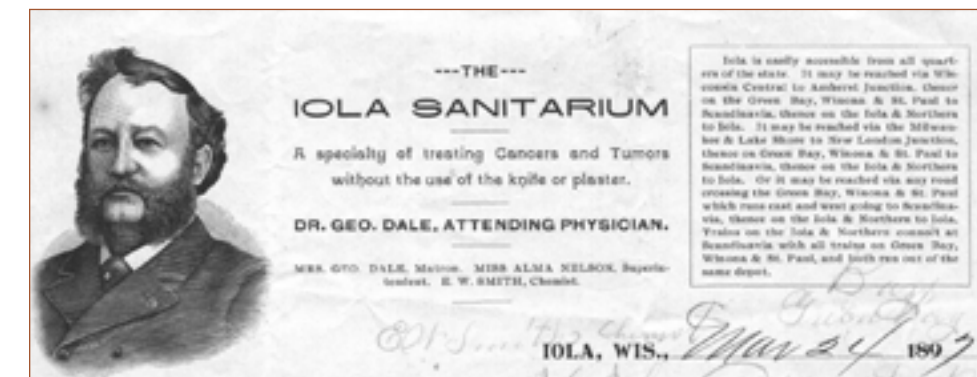


Dr. George Dale.

treatment."

In some of Dr. Dale's advertisements in the *Iola Herald*, he refers to the drug store by the name of "Dale's Drug Store" and other times as "Dale's Sanitarium Drug Store."

Dr. Dale's Cancer Sanitarium won national renown for Iola, but it had a relatively short life as a medical institution. After the arrival of Dr. T. E. Loope in 1898 and Dr. John H. Lee in 1901, references



Letterhead for The Iola Sanitarium dated March 24, 1897

Consultation with the doctor in regards to a cancer on the lip. He is expected to return the latter part of this week for treatment." – "Mrs. Rolwand returned to her home in Helvetia on Friday after a brief stay at the Sanitarium." These are just a few of the many "Siftings" printed in the newspaper each week.

The sanitarium was also used as a private hospital, as reported in an October 13, 1898 "Siftings". "A little boy by the name of Wagner of Union recently fractured his left arm and came to the Sanitarium for

to the sanitarium are difficult to find. If Dr. Dale's Sanitarium was so successful, why did it close? Also notable was that many of the patients at the sanitarium were sent home because he could not help them, and it seemed like the largest number of patients that were cured were never really seen in Iola. These give rise to skepticism of his practice, but I will leave that conclusion up to the readers of this story.

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## CANCER SANITARIUM

*Continued from page 3*

The sanitarium structure was eventually converted into a rooming house and later a multi-dwelling building known as the McKay House. Later it became a hotel known as the Park Lawn Hotel. The structure was purchased in 1961 by the Iola Hospital Association and the structure was razed to make room for a new convalescent home that was built by the Iola Hospital Association and run jointly with the hospital.

*Nov. 3, 1898 Iola Herald ad*

**YOU CAN**  
**BE SURE YOU'RE RIGHT**  
**AND YOUR DRUGS ARE ALL RIGHT IF**  
**PURCHASED AT DALE'S SANITARIUM**  
**DRUG STORE. PRESCRIPTIONS CARE-**  
**FULLY COMPOUNDED.**  
**Cor. Main & State Sts.**  
**IOLA, WISCONSIN.**

## PRESIDENT'S MESSAGE

*Continued from page 2*

The month of December's activities got underway on Saturday, December 7, with a visit from Santa Claus. This year the Chamber selected our Depot Street complex as the termination point for their annual Christmas parade, with Santa setting up to visit with the children in the Machine Shed (222) building. The new venue was favorably received with plans for a repeat in 2014. Then, on Monday, December 9, the annual IHS potluck Christmas banquet was hosted at *The Millstone*, as it has been annually since 2007. The evening's program included the announcement of Joanna Rheingans as recipient of the 2013 *Docent of The Year Award* and Lee Halverson as the 2013 *Volunteer of the Year Award* honoree. Their contributions epitomize what we're all about.

At the close of 2013 the Society took possession of the former propane bulk storage property situated between our Depot Street museum and office building and the village storage yard/garage and Firkus Lumber & Hardware properties. The plan for this property acquisition, made possible through the interest and generosity of Chet Krause, is to develop it into a parking area for our events.

There are other projects on agenda for 2014 as well . . . implementation of the *Robert R. & Stella Strand Resource Center*... installation of additional exhibit display cabinetry in the museum building . . . Iola & Northern Railroad station and caboos restoration . . . develop the R. I. Anderson Machine Shop display . . . video display story-board terminal placements expanded to enliven visitor appeal . . . and more!



*Tracy Ambacher representing the Iola Norsemen Snowmobile Club presenting Lyle Mork of the Iola Historical Society a check for \$1,000 to help with building display cabinets at the Society's museum at 210 Depot Street. The Iola Historical Society wants to thank the Iola Norsemen Snowmobile Club for their generous donation.*

## 2014 Events Schedule

### Monday, January 27

5:45 pm IHS Board Meeting  
6:30 pm IHS General Meeting

### Monday, February 24

5:45 pm IHS Board Meeting  
6:30 pm IHS General Meeting

### Monday, March 31

5:45 pm IHS Board Meeting  
6:30 pm IHS General Meeting

### Saturday, April 12

11:00 am - 2:00 pm Spaghetti Luncheon Depot Fundraiser.

### Monday, April 28

5:45 pm IHS Board Meeting  
6:30 pm IHS General Meeting

### Saturday, May 17

Noon - 3:00 pm Pre-Summer Season Kickoff; Special Public Program on County Schools of Waupaca County

### Tuesday, May 27

5:45 pm IHS Board Meeting  
6:30 pm IHS General Meeting

## Donors & Loaners

October • November • December

**ARCHIVAL DONATIONS:** Joel Edler, Marcia Helgeson, Chester L. Krause, Phil Strand, Jerry Stromberg, Maynard Stromberg.

**DONATIONS FOR CASH AND IN-KIND:** Marie App, John Bertelson, Doris Beier, Joel Edler, Don & Anita Faldet, Faldet Farms, Tom Fucik, Donald Halverson, Iola Lions Club (Brat Stand), Iola Norsemen Snowmobile Club, Jim Jenson, Barbara Johnson, Lee & Ruth Johnson, Chester L. Krause, Norman Larson, Clifford Mishler, Richard Niemiec, Joan Paulson, Susan Pilewski, Shoemaker Electric, Robert Stamstad, David & Ruth Strand, Gene Wasrud, William H. Wilker.

**2014 SUPPORTING MEMBERS:** The Iola Historical Society wishes to extend special recognition and thanks to the following individuals and organizations for the extra financial support their ongoing status as Supporting Members provides to the Society's activities: Doris Beier, Central Wisconsin Electric Cooperative (Mark Forseth), Leonard & Irene Haroldson, Lee & Ruth Johnson, Phyllis Morris, Joan & Richard Niemiec, Barbara Egner-Pelmar, David & Ruth Strand, Forrest & Virginia Torgerson, William & Jacqueline Wilker.

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