

The Iola Historical Society's WINDOW



QUARTERLY MEMBER AND ACTIVITIES NEWSLETTER

VOLUME 17, NUMBER 4 | FALL 2024

Dr. George Dale's Cancer Sanitarium “Cured” Cancers “Without the Knife”

One of Iola's renowned late 19th century citizens was Dr. George Dale, whose claim to honor was cancers and tumors treatment capabilities, “without the use of the knife,” as proclaimed on the tradesman cards used to promote his trade. He gained national recognition for his innovative treatments of these maladies. Testimonials to his accomplishments recorded by those

he treated were many and varied, of origins far and wide.

Born in 1844 of English parentage, George Thomas and Sarah Parrish Dale, Dr. Dale was 36 years old when he moved to Iola in 1880 from Chicago, where he had studied

– Continued on Page 2



Left: A promotional portrait card of Dr. George Dale (c. early 1890s) prepared by the Parks Studio.

Below: One of Dr. Dale's colorful late 19th Century business cards promoting the Iola Cancer and Tumor Sanitarium.



PRESIDENT'S MESSAGE

TWO REMINDERS!

In keeping with tradition, this year's annual **IHS Christmas Party Potluck Banquet & Program** will be hosted at the Iola Mills Café (formerly the Millstone) on Monday evening, December 16, beginning at 5:30. Bring a dish to pass. Beverages and gelato will be provided by the Café, with a running tab, picked up by the Iola Historical Society.

With the turn into the New Year, it'll be time to convert your pondering thoughts to animated action . . . if you're possibly considering joining the Iola Historical Society travel group on the previously announced trip to Norway to join the Gausdal Historical Society's **Emigrant Days** celebration on August 22-24, 2025. The occasion is tied to a national celebration to memorialize the 200th anniversary of the beginnings of organized Norwegian emigration to North America.

While final details for this trip are still undergoing finalization . . . including pricing . . .

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The Iola Historical Society

210 Depot Street
PO Box 412 • Iola, WI 54945

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715-445-IOLA (4652)

Dr. George Dale – Continued from Page 1

treatment of cancers and tumors. He built and established practice in a building dedicated to medical purposes, still standing in the southeast quadrant of the State and Main streets intersection, establishing his office on the second floor; installing the pharmacy practice of J.C. Lang (1893-1910) on the first floor, whom he had enlisted as Iola's first pharmacist.



This photo (c. early 1890s) captured the building dedicated to medical purposes that was built by Dr. Dale at the State and Main Streets intersection. Among the figures in the picture are likely Dr. Dale (white shirt) and druggist Lang (first person to his right; white shirt & vest).

In 1887, Dr. Dale also built a 50 x 180-foot private hospital and sanitarium structure mid-block on the east side of south Washington Street (now Chet Krause Drive), where he established the Iola Cancer and Tumors Sanitarium, a building that stood into the 1960s. It enjoyed a relatively short life as a medical facility, with references to the Cancer Sanitarium slowly disappearing around 1900 following the arrival of fellow medical practitioners Drs. T.E. Loope (1898-1938) and J. H. Lee (1901-1920).

The imposing Washington Street structure was closed down and sold for \$5,000 by Dr. Dale in 1900. He passed away on April 24, 1901, at the age of 57. The structure was subsequently operated by various owners over many years, first operating as the Park Lawn Hotel, then as a rooming house and ultimately as the multi-dwelling McKay House, before passing to the Iola Hospital Association and being razed as the site for building a convalescent home attached to the Iola Hospital. The State and Main Street structure hosted many businesses over the century that followed Dr. Dale's passing.

Dr. Dale was elected as the first president of the Village of Iola, following its 1892 incorporation. That was on the bright side of his contributions to the community, but there was also a dark side to his relationship. Following his service as village president, the village board found occasion to pass a motion to "notify Dr. Geo. Dale to stop selling liquor to minors, persons under the influence of liquor, and habitual drunkards, also by the drink." Starting in 1894, the village began requiring a license, for those engaged in the selling of liquor.

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- Any historic information and/or pictures
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Threshing Crew ... Plus Two!

At least 19 laborers are captured in this vintage threshing scene . . . three with grain sacks in hand, among a group fronting the threshing machine, along with two ladies who would have been tasked with the chores of preparing lunch and fetching water for the crew. Note there are four men atop the un-threshed stack of grain behind the threshing machine on the left, with one manning the steam traction engine unit on the right . . . another in the center holds a pair of horses, with the ladies being nearby to his immediate left . . . bisected them is a long leather drive belt from steam engine that powers the threshing machine that fronts the grain stack.

This was a typical fall scene on farms throughout the Midwest from roughly 1885 to around 1914. These steam engines were often cooperatively owned by multiple local farmers, or by a threshing contractor who moved through an area from farm to farm.

Providing anything resembling a definitive response to the where, when and who of this photo may prove especially challenging. As it comes from our archive, we're certain this picture is of Iola area origins. Unfortunately, there are no prominent distinguishing physical or manmade characteristics present to facilitate the exercise of establishing a location. Perhaps there is a sleuth out there, however, who might be able to discern enough detail to reasonably speculate on the origins of the threshing machine and the steam engine. Let us know any certainties or thoughts you might be able to offer.

Put on your thinking cap and let us know what you think? Please respond by phone: 715-445-IOLA; by e-mail: IolaHistoricalSociety@gmail.com; or by postal mail: IHS, P. O. Box 412, Iola, WI 54945. Response received will be shared in the Winter 2025 issue of the *Window* and archived in our historical database following publication.



Iola's 1950s News Central Operatives

The scene captured by an intrepid photographer, as published in the Summer 2024 issue of the *Window*, is believed to date from the late 1950s. The shop was located on the east side of South Main Street at that time. Longtime editor/publisher proprietor Firman Cooper, pipe in hand and decked out in his printer's apron, along with two of his steadfast employees. They are Dolores (Dolly) (Weinman) Hoffman, at the Linotype keyboard, with Vernice (Hoffman) Gjertson standing behind. Dolores was married to Laverne Hoffman; Vernice's husband was Clarence Gjertson.

We thank Marjorie Wright and Denver Wright for providing these identifications.



IOLA HISTORICAL SOCIETY BUSINESS PARTNER DIRECTORY Fall 2024

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Selected Yesteryear Highlights from the *Iola Herald*

November 3, 1898: J. & C. Wipf have purchased a 60-horse-power engine from Frogner Bros. to furnish power for their grist mill and saw mill. A solid stone engine house in process of construction between the two mills.

September 14, 1899: Street commissioner H. Taylor is butting down the hill on the north side of the bridge and hauling it on the south side, raising and grading Main Street about a foot at that point to Waupaca Street (now Depot Street).

September 28, 1899: The railroad track to the Iola Mills were laid this week, and now the cars reach the mill which is a great convenience to load and unload shipments made by them.

October 19, 1899: The Iola Mills will soon be lighted by electricity. They have bought a dynamo and will place it in the mill which will give them good light and the first of its kind in Iola.

May 10, 1900: The Wipf company shipped three carloads of ship timber last Saturday.



This 60-horse-power steam engine acquired from Frogner Bros., installed at the Iola Mills in late 1898, providing power for their grist and sawmills, was housed in a stone engine house built between the two mills. The walls of this structure still stand between the mill and the dam.

July 12, 1900: The J. & C. Wipf Lumber Co. are loading several cars of bridge timber this week for the G. B. & W. Ry.

March 7, 1901: A visit to Iola is a surprise to people who supposed logging was a thing of the past – a more logs are banked here this winter than ever was before at any time in the history of the village, besides there are thousands of ties and cedar posts and poles at the depot awaiting shipment.

April 25, 1901: A band of Indians are camping near the mill-pond (Indian Point) as usual at this time of year.

July 3, 1902: Another old landmark is disappearing. The old steam shingle mill, known for years by the title “The Steam Mill,” is being torn down.



A boxcar spotted at the Iola Mills by the Iola & Northern Railroad rests upon the tracked trestle crossing the South Branch of the Little Wolf River that was installed in September 1899. The tracks and trestle have long since been removed.

December 28, 1905: Iola, as a business place, is known among the traveling fraternity as the “big little town of Wisconsin.” The term is not misapplied as you can see if you but watch the quantity of freight that arrives at and departs from this station. The number of traveling men is also another item of testimony.

January 11, 1906: At an early hour this morning Walter Zweck, head miller for J. & C. Wipf, discovered that a serious break had occurred in the dam . . . carrying away an enormous quantity of water, which completely floods the river valley from here to Scandinavia, making it appear as one immense lake.

August 14, 1930: A new diving stand was constructed at the bathing beach at the local mill-pond the latter part of the past week. The new stand is equipped with two spring-boards. The project was engineered by Frederick Wipf of the J. & C. Wipf company and construction work was accomplished by a bunch of enthusiastic kids.

you're encouraged to contact Lee Halverson – lesuhalv@wi-net.com or 715-602-2832 – or Bonny Pethke – Kellyblazer@tds.net or 715-445-5851 – to connect on the latest itinerary and cost details. Our host's Emigrant Days chair Arne Halvorsen has requested that a February 1, 2025, deadline be observed for planning purposes, so local transportation, housing and meal hosting arrangements can be developed.

IT'S BEEN A GOOD YEAR!

Activities have continued to abound in 2024. Our three major annual events . . . Memorial Day Tribute to Veterans Pork Roast, Strawberry Fest & Appraisal Fair, Taste of Norway & Lost Arts Fair . . . all met or exceeded our expectations, with the latter being record-setting. We've experienced some truly interesting and unusually engaging interactions with our Saturday visitors and otherwise as well.

The I-S Chamber presented a very successful new "Family Fest" day on our grounds at the end of August, capping their inaugural back-to-school "Family Week" celebration. This fall's semi-annual informal gathering of the Waupaca County Historical Network, a county-wide historical groups assembly for sharing experiences and aspirations, was hosted at our Machine Shed.

Bonny Pethke and crew have been hard at work refurbishing the interior of the Depot, while Paul Jarosh and his son have also stepped forward, taking charge of fitting out the interior of the Caboose. John Bertelson has focused attention on rearranging the Town Hall presentation and exhibits, while Charles Thompson continues his ever-evolving deep engagement with the Machine Shed and associated. Barb Kobs and Patty Mork have been busily engaged in refining the Strand Resource Center storage and records.

Donors & Loaners

The Iola Historical Society expresses its appreciation to the following individuals and organizations for contributing donations to our archive of historical relics, and/or cash gifts, or in-kind services support benefitting its operations, during the past quarter:

July – August – September
Archival Donations of Historic Relics:

Mike Amundson (Parks Studio photo card of Dr. George Dale), Tom Fucik (two vintage buggies, old style wooden swivel office chair, plat books, "Indian Lands" book), Mary Church Gipp (two lumber camp photos, Sharon Peterson "National Volunteer" certificate), Tony Hawke (Western Wheeled Scraper" horse pulled road grader), Ron Netzler ("Gnite" glacial rock deposit from Canada recovered in area), Julaine (Gjertson) Varsho (Ella Olson's 1917 wedding dress, Iola Village ceramic set), Eugene Voie Estate (1945 "Red Pony" school book, R. I. Anderson spanner wrench).

Donations of Cash and In-Kind Services:

Central Wisconsin Tractor Club (cash, unrestricted), Gregory J. Loescher (Machine Shed signage, photo framing).

2024 Supporting Members

The Iola Historical Society wishes to express special thanks and recognition to the following individuals and organizations for their dedicated Supporting Member financial contributor status for the ongoing operational activities of the Society:

Louis & Louise Adams, Scott & Karri Bestul, LeRoy & Carolyn Borth, Central Wisconsin Electric Cooperative, Joan M. Groenier, Yvonne Gurholt, Carolyn Halverson, Donna Hooker, Iola & Rural Fire Service, Ruth C. Johnson, Lanna & Don Langdok, Thomas & Linda Martin, Steve & Mary Olson, Susan Pilewski, Fred & Nancy Schlicher, Too-Dars Diner.

2024/25 EVENTS SCHEDULE

Monday, October 28, 2024
5:30 IHS Board Meeting
6:30 IHS General Meeting
Last 2024 Business Meetings
2025 Board/Officer Elections
Discuss, Approve 2025 Budget
7:00 Program: Little Falls and
The Radies Corporation

Saturday, December 7, 2024
4:30 Post-Christmas Parade
Children Visit Santa Program
Hosted at IHS Machine Shed

Monday, December 16, 2024
5:30 Annual IHS Christmas
Potluck Banquet & Program
Held at Café at the Iola Mills

Monday, January 27, 2025
5:30 IHS Board Meeting
6:30 IHS General Meeting
First 2025 Business Meetings
7:00 Program

Monday, February 24, 2025
5:30 IHS Board Meeting
6:30 IHS Membership Meeting
7:00 Program

Monday, March 31, 2025
5:30 IHS Board Meeting
6:30 IHS Membership Meeting
7:00 Program

Monday, April 28, 2025
5:30 IHS Board Meeting
6:30 IHS Membership Meeting
7:00 Program

Monday, May 26, 2025
Noon – 2:00 pm
Memorial Day
2025 Annual Pork Roast
Salute to Military Veteransans

Tuesday, May 27, 2025
5:30 IHS Board Meeting
6:30 IHS Membership Meeting
7:00 Program

Sunday, June 22, 2025
11:00 am – 2:00 pm
2025 Annual Strawberry Fest
Fundraiser & Collectibles Fair

Monday, June 30, 2025
5:30 IHS Board Meeting
6:30 IHS Membership Meeting
7:00 Program

Monday, July 28, 2025
5:30 IHS Board Meeting
6:30 IHS Membership Meeting
7:00 Program

**All Members and General Public Welcome to
Attend All Meetings and Programs
(All IHS activities held at Depot Street
complex unless otherwise indicated.)**