

Colo Historical Association

Jul/Aug/Sept 2025

Email: cha@netins.net

Facebook: Colo Historical Association - Iowa

Website: <https://cha-iowa.godaddysites.com>



Vol 2, No. 3

Memorial Day Beefburger Lunch

Thank you to everyone that attended our annual beefburger lunch on Memorial Day.

We appreciate and thank you for your support!

This year we featured Colo's women veterans at the Colo Community Center.

World War I

Lulu White Howell

World War II

Margaret Andrew Lloyd

Margaret Koehler Weaver

Mary Jane O'Donnell Austerman

Doris White House

Vietnam War

Jan Jones Chauncey

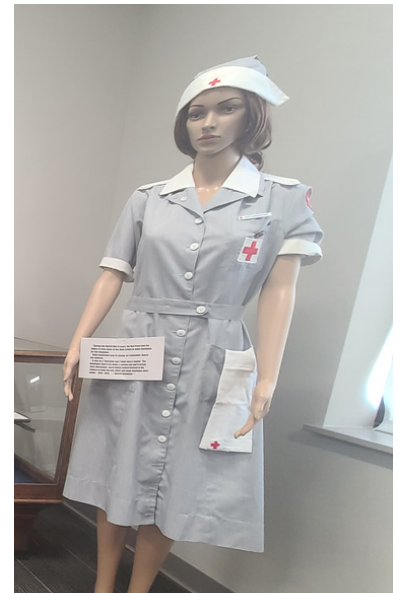
Gulf War to Present

Sheila Foley Seitz

Donna Kaufman

Allison Snow

Mindy Nichols Miller



Also on display at the Community Center, are stories, newspaper articles and WWI artifacts and photos.

Featuring our local WWI vets:

Ray L Bryant

Carl G Davis

Roy Eldon Ginter

Gust Hall

Roger M Hopkins

Harry A Tripp

William L Trumm

Lewis F Ward

Orville A Weir

World War II plaque dedicated by the Governor.

Story on Page 6

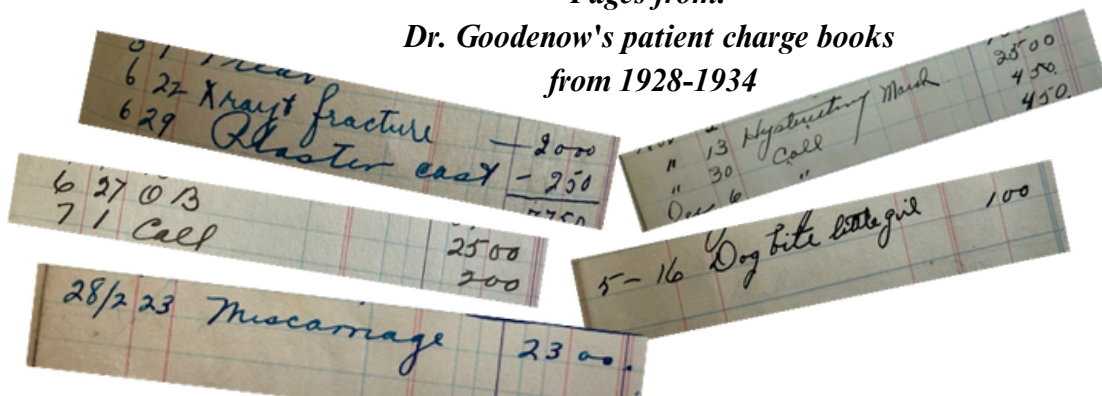


from the Colo Historical Association ...

Next year Colo will celebrate its sesquicentennial. The CHA will be sharing stories about some of Colo's early pioneers and some prominent citizens in the newsletters. Following is the story about a long time (55 years!) Colo doctor. Enjoy!



*Pages from:
Dr. Goodenow's patient charge books
from 1928-1934*



SYDNEY B. GOODENOW was born on October 4, 1882 in Battle Creek, Iowa. He graduated from Battle Creek High School in 1903, and then attended the State University of Iowa in Iowa City to pursue a medical degree. He graduated with that degree from there in 1909. In April of that same year, he married the love of his life, Florence Manning. They made their first home together there in Iowa City while he taught at the university for a year.

Doc Goodenow learned that a Dr. John Hostetter, in the town of Colo, was wanting to retire and was searching for a young doctor to take over his small town practice. Doc took the job and he and Florence came here in 1910 and began a 55 year practice. Within their first five years in Colo, they added a daughter, Ruth, and a son, Ray, to their family.

Doc's first office was upstairs above Roy Cook's Drug Store that was located on the northwest corner of Main St and 4th St – where the Dog House bar was located. The last 40 years of his practice was in an office in his own building, that also housed the post office, the Masonic Hall and Dr. Rankin's dental office. This building still stands today on the southwest corner of Main St and 4th St – where the Post Office currently is.

Dr. Goodenow served 5 generations of at least 5 Colo families; and 4 generations of a great many more! In the span of 55 years of practicing medicine, he saw medical progress almost beyond belief. One of the greatest changes was the use of hospitals. In the early days of his practice, doctors had to perform surgery on kitchen tables in patient's homes with very little light and equipment, simply because it was too difficult to get the patients to a hospital located many miles away. Modern drugs and new medical techniques were big changes too.

Doc delivered more than 3,000 babies in his 55 years of practicing in Colo – most of them at home. He delivered 3 sets of triplets, and with one set, the nurses at the hospital kept running in to observe the "proceedings". There was also a day when he had 4 separate baby cases, none of them in the hospital, that were miles apart from each other. The women wondered why Doc kept leaving their homes! But everything turned out fine for all concerned.

Sydney B. Goodenow continued.....

He removed the tonsils of 10 children in the bathroom at his home; and the tonsils of many more children right there in his office. There were the times he brought patients home with him and put them to bed in his house simply because there was no other place for them to go. There was no way to get them to a hospital and they needed nursing care. Many of these patients were travelers who had been taken ill or had had an accident.

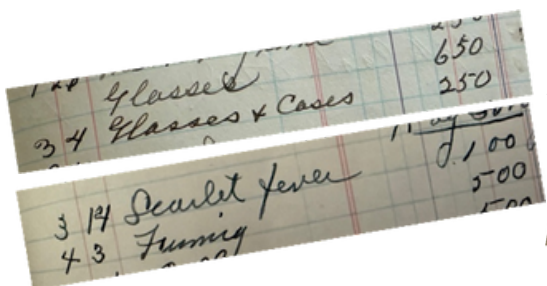
His first car was a red Buick with no top that he bought in 1914. Doc didn't know how many cars he had in his 55 years of practicing medicine but he traveled many, many, many miles. In the early days, he made his rounds by himself, but during the flu epidemic of 1918 he needed help and hired drivers to take him around. He would start out before daylight and make rounds through Colo and the countryside around the town. He would then continue on to McCallsburg, Zeiring and St. Anthony, and not return home again until after dark.

Dr. Goodenow sent the very first "upside down stomach" case to the physicians at the Mayo Clinic. The stomach of the patient was completely above their diaphragm. The Mayo doctors commended him for his correct diagnosis. It was the first case of its kind ever brought to the Mayo Clinic's attention.

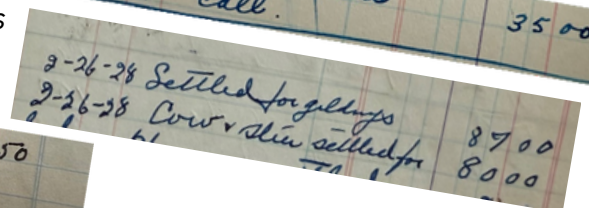
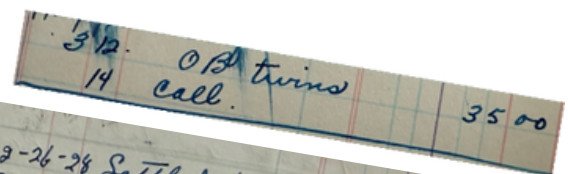
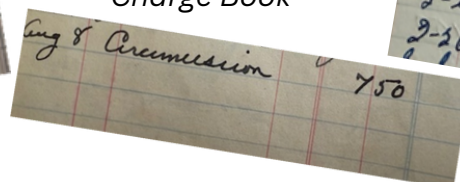
In December 1937, Florence passed away after a short illness. She had been so loved and respected by the people of the Colo community, and the Colo Methodist church was filled to capacity for her funeral. Doc remarried in 1940 to Ruth Kimberly of Collins. Ruth had been a Red Cross nurse and helped him in his practice.

Doc loved the town of Colo and always enjoyed taking time to help with community projects. He was on the town council when Colo installed electric lights and city water in 1915. That same year the town built a municipal building at a cost of \$3,000. He was also a member of the Colo School Board for many years. In his time in Colo, he saw a new brick school building built in 1915; a new gymnasium built next to it in 1936; and a new junior-senior high school built on the south side of town in 1959. He was also on the rec committee in 1959 and had a guiding hand behind the Little League Baseball program in Colo, along with other children's activities in town. The citizens of Colo expressed their appreciation for all he had done with the construction of a new shelter house in the spring of 1961 in the city park that was to be known as the "Goodenow Shelter House".

He passed away at his home in Colo on May 6, 1965 at the age of 82. He was buried in the Colo cemetery beside Florence. His second wife, Ruth, passed away on February 15, 1990, and is also buried in the Colo cemetery. Doc Goodenow chose to be a small town doctor, and he enjoyed every minute of it here in Colo!



More from Dr Goodenow's
Charge Book





Did you collect

GROCERY STORE DISCOUNT STAMPS

Page 4

The history of grocery store discount stamps, also known as trading stamps, dates back to the late 19th century in the United States.



Early Origins and Rise in Popularity:

- Initial Purpose: Trading stamps were first used by retailers as an incentive for customers to pay cash, rather than using credit card.
- Independent Trading Stamp Companies: Sperry & Hutchinson (S&H) Green Stamps, founded in 1896, became the first independent company to operate trading stamp programs.
- Spread and Growth: The concept of trading stamps quickly spread across the country, particularly after mid-1950s, with various regional brands emerging.
- Peak Popularity: The trading stamp boom reached its peak in the late 1960s, with an estimated \$900 million worth of stamps sold in 1968.
- Dominance in the 1950s: S&H Green Stamps were so prevalent that they printed more stamps annually than the U.S. Post Office. A 1957 Gallup Poll showed that a significant portion of American households (two out of every three) were saving trading stamps.
- Widespread Use: Grocery stores and gas stations were major proponents of trading stamps, and they were used by over a quarter of a million businesses in the U.S. by the mid-to-late 1950s.

Operation of Trading Stamp Programs:

- Distribution: Retailers, primarily supermarkets, gas stations and department stores, purchased the stamps from trading stamp companies.
- Customer Rewards: Customers received stamps at checkout counters as bonuses based on the amount of their purchase.
- Collection and Redemption: Shoppers collected and pasted the stamps into collector books, which were provided for free.
- Premium Redemption: Filled stamp books could be exchanged for a variety of premiums, such as housewares from catalogs or local redemption centers. Each premium required a specific number of filled stamp books.



Decline of Trading Stamps:

- Early 1970s Decline: The use of trading stamps began to decline in the early 1970s.
- Factors Contributing to Decline: The 1973 gas shortage led many service stations to stop offering stamps. Supermarkets shifted towards offering lower prices and coupons instead of trading stamp programs. Automated checkout systems allowed supermarkets to offer price discounts through membership programs. Consumer enthusiasm for collecting and pasting stamps decreased.
- Competition: S&H Green Stamps faced competition from other trading stamp companies.
- Replacement by Modern Programs: Trading stamps have largely been replaced by modern loyalty programs, such as coupons, credit card reward programs and grocery "Preferred Customer" cards.
- End of an Era: The last traditional trading stamp company in the United States, Eagle Stamps, closed in 2008.



Display at the Colo Historical Museum

Word Search Puzzle

I C T V C L C L M U S E U M C B A T F M L I
 N O E A C I R E M A P I E P R A D O W U O O
 W R K A Y S S W A N S O N S N A L L E O C L
 A N A C S A U E R T Y N C R T E L A I M O L
 T C T R N M A L A T E A I E Y A C N R I P N
 E O I A R W D A E T U S O F W S A E S P A F
 R B N L L T P S M O D R I S O T R T T O W Y
 T P E C F U M D R A N X N M C R M M R L L N
 O I I I M P T C O E I A I N D U O A U R M A
 W L I S T R L R H T R R A E H O D E C L B L
 E E S R A Y S F E E D A E P S C Y R K U U A
 R M I I A S I P T L A T T T O S P C I U L O
 N C N E O A O E L C L S N L T I A E N I C Y
 T R O R Y E V T N Y I N D P N N R C G O S P
 S D C I L A L R I C W R O R I N K I C C N S
 I T Y C N M P W K I E E L V C E G C H T O A
 D L M A R C I I E B S T R W M T L O C B I R
 A E F C O B S B H Y R S I E E M O C M K L R
 M U M R L R S D N O M A I D L L A B A O P D
 C T S E E N T O L O C E I C O Y C E I M E M
 L H R E D A R A P T N E M E L P M I O L O C
 P H Y L L I S C A K E C A R E R E R E L T E M A

bicycle	Foley Fixit	museum	Weirs Trucking
tennis courts	parade	ice cream	school
Lions Club	McIntosh	America	Colo
Rays Feed	Crossroads	Eastern Star	Swansons
ball diamond	veterans wall	train	water tower
Phyllis cake	Carmody Park	corn cob pile	Colo Implement



t-shirts

\$15 (s-xl) \$17 (xxl)

Grey sweatshirts

\$20 (s-xl) \$25 (xxl)

You can contact us if interested
in purchasing cha@netins.net
or stop by the Historical Museum

*Fun t-shirt designs will be coming
for the Colo Sesquicentennial in 2026!*



Cherry Dessert

*From 'Recipes Nilands Cafe'
recipe book published in 1993
by John and Joan Niland*

Crush 30 single graham crackers.
Mix them with $\frac{1}{2}$ cup melted butter
and $\frac{1}{2}$ cup sugar. Put half of this in a
greased 9x13 inch pan. Melt 30
large marshmallows, $\frac{1}{2}$ cup milk.
Cook and fold in 1 cup cream,
whipped. Spread half of the
marshmallow mixture over crackers.
Top with 2 cans cherry pie filling.
Spread remaining marshmallow
mixture over pie mix. Top with rest
of graham crackers. Refrigerate.

Volunteers needed

If you would be willing to volunteer
at the Colo Historical Museum, by signing up
for a shift, 10-Noon or Noon-2 the last weekend
of the month,
please email us at cha@netins.net

No need to know a lot of Colo history,
we have handouts with Colo History stories.
You would be a host/hostess to the visitors.

COLO DEDICATES SERVICE ROLL PLAQUE IN THE CITY PARK GOVERNOR WILSON ATTENDS CEREMONIES

*taken from Nevada Evening Journal
on Friday, June 19, 1942*



On Thursday afternoon, June 18, 1942, the Colo community paid tribute to their men and women in the armed forces by formally dedicating a large "Roll of Honor" plaque in their honor, in the city park. The plaque held 57 names of those from Colo who were serving their country. The ceremonies began at 1:30pm with a parade of floats and marching bands. Leading the parade was the color guards from the American Legion and Veterans of Foreign Wars. Marching bands from Colo, Nevada and State Center provided the patriotic music. The floats, also using patriotic themes, were from the clubs, churches, and civic organizations of the Colo community. The parade was led down Main Street and ended at the city park where, under shady trees, seats were arranged before a speaker platform and the large "Roll of Honor Plaque". It was here where the solemn ceremonies of that afternoon were held.

In attendance on the speaker platform, was the Governor of Iowa, George A. Wilson; representatives from the US Navy, Army, Marine Corps and Coast Guard; head of the Selective Service of Iowa; chairman of the Story County Civil Defense; the post commander of the Colo American Legion; and the head of the Colo Patriotic Council.

The afternoon's program included a flag raising ceremony; vocal musical numbers, with everyone there joining in on the singing of "The National Anthem", "America", and "God Bless America"; some memorable patriotic readings; and the Colo band playing several fitting selections. One of the most impressive and solemn moments of the program was the induction ceremony of John Clayton Brouhard into the US Navy. When it was the governor's turn to speak, in paying honor to



the men and women listed on the plaque, Governor Wilson also paid tribute "to the great state of Iowa and to the pioneer men and women, who with Bible in one hand and axe in the other, crossed the Mississippi, believing in peace and freedom and the God-given right to worship as they pleased, fundamentals which are being attacked now by the international bandits who would strike down our Flag."



The people of Colo and vicinity are to be congratulated, not only because of the large number of those serving in the armed forces, but also upon their foresight and vision in making a public expression of their faith and loyalty to those they so honored.

DO YOU HAVE AN ANCESTOR WHO FOUGHT IN THE CIVIL WAR?

One section of the Veteran's Wall that we'd like to see expanded is the Civil War section. Take a look at the list below, and see if one of these names is your great-grandfather or great-great-grandfather, or another ancestor from your family tree. If so, could you find a photo of them that we could use? It does not have to be a military photo.

Any photo of them, as an adult, would be great! Contact us at cha@netins.net with any questions.

Colo's Civil War veterans (check-marked names are those we have photos of):

ADKINS, Edward	GADDIS, C. Monroe	LEWIS, Edwin G.P.	✓SMITH, Robert
ALLARD, Alvah G.	GILCHRIST, Adam W.	MARTIN, William	TEMPLEMAN, William O.
BLACK, James P	✓GILGER, John	MCKOWEN, John R.	WARRINGTON, Enoch
BRUNER, William	GRAVES, Charles E.	NAUKE, Fred	WATKINS, Joseph
COOK, Charles	HEFLEY, Robert	O'NEIL, John	WATKINS, S.
DAUGHERTY, John	HEMPING, Daniel	REYNOLDS, John P	✓WILSON, Cassius C.
ETNIER, Samuel	HOPKINS, Peter W.	ROBBINS, Harmon	WOOD, David P.
✓FRENCH, Isaac	KAISER, John	SAWTELL, Joseph C.	



Colo also has two Spanish/American War veterans. If you recognize a name and can get us a photo, please send to cha@netins.net. They were:

FLEMING, Charles

HARRIS, Alva

Who remembers the Corn Cob Pile?



THANKS to the Story County farmers for their Patronage and Friendship for the last 26 YEARS

WHEN YOU SHELL AND HAVE CORN COBS TO SELL — WE'LL BUY THEM! —

As an additional service to the Story County Farmers in 1974, Iowa Corn By-Products will be equipped for the drying and warehousing of grain at the Colo Location, within the near future.

IOWA CORN BY-PRODUCTS CO.
 COLO, IA. PHONE: 377-2245

Advertisement that was in the Nevada Evening Journal

2025 Members and Donors

Page 8

Mike Allie
Paul Armbrecht
Bob & Joyce Ausberger
Kevin and Diana Bell
Kyle & Beverly Bell
Brian's Collision Clinic (Brian Hartwig)
Jerry Cable
Cady Machine Co (Bill Cady)
Barbara Carlson
Glen & Audre Carlson
John Carlson
Fred & Dorothy Cerka
John & Donna Cerka
Kay Christian
David & Mary Christy
Colo Telephone
Eunice Cox
Steve & Jan Cummings
Tom Cummings
Bob Dunshee
Patty Dykstra
Mary Eley
Craig Erickson
Joyce Finch
Kyle Foley
Rita Foley
Gary & Joyce French
Janice Gammon
Dwayne & Geri Gerlach
Jan Halverson
Douglas Harper
Heartland Coop
Carol Hedges

Paul & Ginny Heintz
Larry & Marie Hostetler
Michael Keul
Avery King
John & Cheryl Kingland
Alan & Lynnae Langmann
Elizabeth 'Ann' Law
Bob & DeAnne Lee
Dale Lyon
Paul & Kathy Mens
Pete & Victoria Messina
Brenda McGuire
Nancy Milleson
Amy Nichols
John & Joan Niland
Marcia Nilles
Shellie Ornsgard
Dorothy Petefish
Ron Phares
Joel & Christine Powers
Denny Presnall
Dave Rankin
Charlie & Chris Rasmussen
Ellen Riese
Bob & Jan Robinson
Judith Smith
Mike & Rhonda Smith
Brad Snodgrass
Tammy Spencer
Stan Squires
Deb Stitt
Kevin & Linda Torgeson

Bill & Nancy Tucker
Jolene Van Waus
Randy & Diana Watts
Al & Jill Weber
Ben & Maggie Weir
Gene Welsh
Kay Wessman
Ruth Westpfahl
Westside Farms (Tony & Nancy Kash)
Jim Wheelock
Norman Wibholm
Greg & Denise Wilgenbusch
Dennis & Tonnee Wilkening
Bob & Sharon Wilson

*We WELCOME members and donors
to attend any of our monthly meetings.
Share your stories and ideas.*

thanks
for your
support

Colo Historical Museum visitors



WISCONSIN BANDIT RUNNERS



Lincoln Highway Middle Third Tour

Traveling from Joliet IL to Cheyenne WY

S	M	T	W	T	F	S
		Monthly Mtg 6:30pm	1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Museum Open 10am-2pm

Museum Open 10am-2pm

If you would like to receive email notifications about upcoming CHA meetings, send us your email to be added. Or you can also let us know if you are currently receiving CHA emails and would like to be removed from the distribution.

email: cha@netins.net

AUGUST 2025

S	M	T	W	T	F	S
		Monthly Mtg 6:30pm			1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Museum Open 10am-2pm

Museum Open 10am-2pm

SEPTEMBER 2025

S	M	T	W	T	F	S
	LABOR DAY	Monthly Mtg 6:30pm	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Museum Open 10am-2pm

Museum Open 10am-2pm

THE BRICK CHURCH

Ivan R. Mills, Pastor.

Give an hour to the development of your real self. Go to church. Our Sunday school will teach you righteousness, while the Epworth League gives the young people an opportunity to put religion into practice. The first purpose of this institution is to help folks to be Christian. We will furnish you a church home. The church needs you and you need the church. Help us grow. A welcome awaits you here.

THE METHODIST EPISCOPAL CHURCH.

"Jesus Christ is Civil Governor among the Nations."—From Christian Magazine.

"Our country is not lacking in material resources, and though we need more education, it cannot be said to be lacking in intelligence. But, certainly, it has need of a greater practical application of the truths of religion. It is only in that direction that there is hope of solution of our economic and social problems.

"Whatever inspires and strengthens the religious belief and religious activities of the people, whatever ministers to their spiritual life, is of supreme importance. Without it, all other efforts will fail. With it lies the only hope of success. The strength of our country is the strength of its religious convictions—President Calvin Coolidge."—From The Christian Statesman.

EVANGELICAL CHURCH, Colo, Iowa

Stated Services.

Sunday school every Sunday, 10:00 A. M.
Preaching every Sunday, 11:00 A. M. and 8:00 P. M.
Evangelical League of Christian Endeavor, 7:00 P. M., Sunday. Junior Society, 6:30 P. M., Sunday.

Other Activities

Ladies' Aid Society each Wednesday, 1:30 P. M.
Prayer meeting each Wednesday, 8:00 P. M.
Woman's Missionary Society, third Tuesday of each month, 2:00 P. M.

Social Activities

The church has also a wholesome social program.

Invitation

The public is cordially invited to attend all of the services and activities of the church.

M. C. MILLER, Minister.

Advertisement from a 1924 city book

Colo Veterans Wall



*If you or a family member are a current or former resident of Colo, graduate of Colo and a current or former military member/veteran, we would like to add your photo and information to our wall.

Email cha@netins.net for more information.



**Colo Historical Museum/Reed Station
OPEN**

**the last full weekend of the month
Saturday & Sunday from 10 am - 2 pm**

**Appointments available upon request
Email cha@netins.net**

**CHA monthly meetings are held the
1st Tuesday of the month at 6:30
@ the Colo United Methodist Church**

Would you prefer to receive the quarterly newsletter via email rather than a paper copy in the mail? Just email us at cha@netins.net and provide us with your email address



**Colo Historical Association
PO Box 176
Colo, Iowa 50056**

CHA is a member of:



Associations