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Farm, Stock, and Diary Journals

Frank Luther Mott

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Farm, Stock, and Dairy Journals

Incredible as it may seem, the number of periodicals devoted to farm interests, stock raising, dairying, poultry, and horticulture throughout Iowa's publishing history is over two hundred. The majority of them were of brief duration, and many of the earlier ones were side-ventures of newspaper publishers. The multiplication of farm papers in Iowa, as well as in the nation as a whole, was due largely to the availability of advertising of farm implements, seeds, patent fertilizers, etc.; this has brought into being in recent years a number of "controlled free distribution" agricultural papers. There has not been a time in the last ninety years when fifteen or twenty papers in these related fields were not in course of publication in Iowa.

No attempt will be made here to list these papers. Attention will be given to the three giant farm papers, though they have enjoyed more elaborate historical treatment in earlier numbers of The Palimpsest; and a number of others will be pointed out because of their special interest.

A visual presentation of the origins and consolidations that have resulted in the contemporary Wallace's Farmer would look much like the dia-
grams of genealogy of British royal houses that used to appear in our textbooks on English history. But have patience, for such an analysis is important, and also it reveals some interesting personalities.

The *Iowa Farmer and Horticulturist* began in 1853. It was issued from the office of the *Burlington Telegraph* and edited by James W. Grimes, already famous in the state as a promoter of temperance, schools, and railroad building. When Grimes was elected governor the following year, William Duane Wilson, a Philadelphia journalist who had heeded Greeley’s famous advice to young men, took over. In 1857 Wilson and his partner, Milton L. Comstock, moved the paper to Mt. Pleasant and the next year to Des Moines. In the capital city the active publishing firm of Mills and Company took charge of it, retaining Wilson as editor. After two years the stumbling paper was sold to Hiram Torrey, who changed the name to *Pioneer Farmer* and disposed of it the next year to Mark Miller. Thus endeth the first chapter.

Farm-born and farm-oriented Mark Miller had conducted newspapers in New England before he had come west to start the *Wisconsin Farmer* at Racine in 1849. He changed base two years later, beginning the *Wisconsin and Iowa Farmer and Northwestern Cultivator*, at Madison, a little 16-page monthly with a big name and a small sub-
subscription price. This paper contained little about Iowa; nevertheless, the possibilities of farm journalism in this state so attracted Miller that he decided to make another move. Thus his next paper was the *Northwestern Farmer and Horticulturist*, established at Dubuque in 1856. This became a weekly quarto of eight pages. The latter part of the new title reflects Miller’s interest in apple orchards. It was a practical farm paper, it had good advertising patronage, and it managed to survive the national financial difficulties of 1857.

But in the first year of the Civil War Miller resolved upon another migration; and he loaded his press, type, subscription list, and “good will” into a wagon and drove across the prairie to Des Moines. There, acquiring the *Pioneer Farmer* (doubtless for little more than a song), he founded the *Iowa Homestead and Northwestern Farmer*, issuing its first number January 29, 1862. The name was suggested by the Homestead Act, long advocated by Miller and passed by Congress just four months after the Iowa Homestead was begun. Miller sold the paper in 1864, but had to take it back when the purchaser, H. W. Pettit, died; he then sold it again in 1868.

The complicated story of changes of owners and editors of this paper in the next two decades need not be recapitulated here. General William Duane Wilson, who had become secretary of the State Board of Agriculture and the State College
at Ames and an enthusiastic Grange organizer, was an off-and-on part owner and editor. Benjamin F. Gue, former Lieutenant Governor and President of the Board of Trustees of the State College, journalist, historian, and promoter of good causes, had two terms of management, in each of which he seemed to rescue the paper from imminent disaster. The name was changed to Western Farm Journal in 1873, but Gue changed it back to Iowa Homestead in 1880, increasing its size, variety, circulation.

J. H. Duffus, publisher of the Daily Iowa Capital, bought the Homestead in 1883 but had to sell it two years later in order to buy a controlling interest in the Capital.

The new owner was James Melville Pierce, successful publisher of weekly papers in northern Missouri and southern Iowa. Pierce was a man of great industry, strong personality and decided views. He made enemies, but he built up a great paper. Beginning with 6,000 circulation (but only about 1,000 prepaid subscriptions), before he died in 1920 he could count about 150,000; and an occasional issue, fat with advertising, exceeded 100 pages. His "Publisher's Views on Topics of the Times," which ran in the front of the magazine during the last seven years of his life, not only expressed "Jim" Pierce's independent opinions but was a faithful mirror of the man. He favored prohibition and government ownership of railroads;
during World War I he opposed the drafting of farmers and the pressure brought upon them to buy Liberty bonds; he aligned himself with the reformers and "liberals" in public life. After James M. Pierce's death, his son, Dante M., followed closely in his father's footsteps in the management of the *Homestead*. But the decline in farm prices after the war and the debts assumed in the erection of the new building begun in 1916 caused Dante to sell the farm papers owned by the firm in Kansas and Missouri, keeping only the *Iowa Homestead* and the *Wisconsin Farmer*. On the very brink of the financial crash of October, 1929, Dante Pierce sold the *Homestead* to Wallaces' *Farmer* and retreated to Racine to conduct his Wisconsin paper. Thus endeth the second chapter of the *Homestead* story.

Henry Wallace spent his first fifteen years in Iowa as a United Presbyterian minister, serving congregations in Davenport and Morning Sun. Ill health (tuberculosis seems to have been a family disease) decided him to move to Madison County, there to undertake the management of three farms in which he had a part-interest. There he began writing farm pieces for the Winterset *Madisonian* and later bought that paper's smaller competitor, the *Chronicle*, which he directed at farmer readers.

Thus Wallace attracted the attention of J. H. Duffus, the new owner of the *Iowa Homestead*,
who in November, 1883, hired him as a contributing editor at $10 a week. When Pierce bought the journal two years later, he kept Wallace as editor, while he devoted himself mainly to the publishing side. Now, Wallace, though a man of mild manners and high moral character, was as firmly fixed in his opinions as was his boss. The inevitable parting did not occur, however, until 1895, when Wallace resigned his editorship because of "policy differences."

We must now turn to another development in our complicated lineage chart. In 1875, the Iowa Farmer and Breeder was founded in Iowa City, soon to absorb no less than six Iowa farm journals. But a combination of weak magazines has rarely resulted in a single strong one; and in 1887 the Iowa City venture was bought by Fred Faulkes, of the Cedar Rapids Gazette. In 1893 it took over Alex Charles' Iowa Farmer, founded at Cedar Rapids in 1872 by W. M. Kennedy, thereby obtaining that paper's contributing editor, James Wilson, later Secretary of Agriculture under three Presidents. But soon Faulkes disposed of his paper to N. B. Ashby, who forthwith got himself appointed Consul to Dublin.

Ashby was a brother-in-law of Henry C. Wallace, son of the editor of the Homestead. Henry C. had worked on his father's farms, had learned printing in his father's newspaper office, had attended college at Ames, and was now an assistant
professor of dairying there. He persuaded his colleague, C. F. Curtiss, to join him in the purchase of Ashby's paper in 1894 and to move it to Ames. There it was, of course, more or less a spokesman for the College's dairy department, and the name was changed to *Farm and Dairy*. It was a semimonthly, and for a time it had an auxiliary devoted to the cooperative creamery movement, the *Creamery Gazette*, also a semimonthly. Soon John P. Wallace joined his elder brother as advertising manager, Henry C. resigned his College position to devote all his time to work on his papers, Curtiss dropped out of management, and the name was changed to *Wallace's Farm and Dairy*, later *Wallaces' Farmer and Dairyman*. The two brothers were joined early in 1895 by their father, lately resigned from the *Homestead*; and the next year the paper was moved to Des Moines and made a weekly. It continued a quarto of 16 pages, selling at 50 cents a year; but it soon changed its title to the simpler *Wallaces' Farmer*. *Wallaces' Farmer* was a paper with a soul. It had a personality of its own. "Uncle Henry" Wallace wrote lively and popular "Sabbath School Lessons" every week of his latter years, and the feature was continued after his death. He helped organize a Better Dairying Train excursion to visit many Iowa towns in 1896 and later Seed Corn Train and Good Roads Train trips, all of which he accompanied personally, meeting
thousands of Iowa farmers and making many talks. His editorials, on such diverse subjects as railroad monopolies and the war against the Filipinos, were clear and emphatic; and the whole paper reflected a sincere desire to make rural living in Iowa the good life.

*Wallaces' Farmer* waged a bitter fight with the *Homestead* over many years. It never caught up with its rival in circulation, but it made money and improved its content and typography. More features, pictures, and special departments appeared. After Donald R. Murphy became managing editor in 1921, the greater variety and attractiveness were due in no small degree to his talents.

The elder Wallace died in 1916, at the age of 80, active up to the last. Henry C. Wallace, who succeeded him as editor, took part in all public affairs related to agriculture. President Harding made him Secretary of Agriculture, and Coolidge continued him in that position. As Secretary he was aggressive and influential; he died in office in 1925. His son Henry A. followed him as editor, and his brother John P. continued as president.

Henry A. Wallace was a man of many interests — political, economic, and scientific. Pioneer experimenter with hybrid corn, strong advocate of protection of farm products in the world market, original proponent of surplus crop control, he made *Wallaces' Farmer* a leading spokesman for all these ideas.
THE ANNALS OF THE STATE HISTORICAL SOCIETY OF IOWA.
JULY, 1863

ISSUED BY THE COMMITTEE OF PUBLICATION, WITH THE ASSISTANCE OF THE LIBRARIAN.

IOWA CITY: JEROME & DUNCAN, PRINTERS.

THE IOWA HISTORICAL RECORD
PUBLISHED QUARTERLY BY THE STATE HISTORICAL SOCIETY AT IOWA CITY.
JANUARY, 1885.

IOWA CITY, IOWA.

THE IOWA JOURNAL OF History and Politics
JANUARY 1903

Published Quarterly by THE STATE HISTORICAL SOCIETY OF IOWA
Iowa City, Iowa.

IOWA JOURNAL OF HISTORY

Published Quarterly by The State Historical Society of Iowa
IOWA CITY, IOWA
January 1949.
SALUTATORY.

In conformity with a custom generally observed by the editorial world, we salute the readers of The Voice of Iowa on this—the birth day of another year and of our magazine— with a wish for a cordial reception at your hands, and a humble place among your household treasures. To assure more fully this welcome, reason and justice alike demand of us a brief declaration of the principles which underlie our work, and which we shall endeavor to defend in its pages.

Education in its broadest sense is our chief corner stone. Agriculture and Commerce, the Arts and Sciences, and Anglo-American Civilization, complete the base—which rests, as we believe, on the immutable rock of pure religion. Thus founded, we know our cause is just, and the great effort will be to erect our edifice in harmony with the ideas upon which it is intended to rest.

Then with the educational pen in hand, we confidently come and lay by your firesides our offering—hailing you on the pathway of Progress and ask you to greet The Voice of Iowa as an almoner of good to the thousands of Iowa's rising race. We come, backed by good and true men and women, whose locations are such as to enable us to utter with certainty and truthfulness the voice of our young and growing State, in accents not to be misunderstood, and to give such council as may not be entirely

The School House

Agriculture and Industry

The People's Rights

The Press

The Voice of Iowa

How to Read a Good Book

Agriculture

IOWA INSTRUCTOR,

AN EDUCATIONAL JOURNAL.

PUBLISHED BY THE

Iowa State Teachers' Association,

UNDER THE CONTROL OF

THE EXECUTIVE COMMITTEE

AT TIPTON, IOWA.

“NEW, LACE & CO., PRINTERS AND BOOK BINDERS, DAVOL.”
The Iowa School Journal, April 1862

The Iowa Normal Monthly.


To all Friends of Education in Iowa—Greeting:

At the meeting of Normal Institute Conductors recently held in Des Moines, there was a strong feeling expressed that some one should start an Educational Journal for Iowa. Superintendent L. B. Shoup was requested by many of his friends to undertake the work, and he partly consented to do so, but the following extract from a letter of his will explain itself: "I find my time so fully occupied by my official duties and other business matters that I am compelled to abandon the idea, and this I am the more willing to do, as I understand that in case of my not commencing the publication of such a journal, Prof. W. J. Shoup of Dubuque will immediately enter upon the work, and I doubt not will furnish to the teachers and school officers of Iowa, what is much needed, on IOWA School Journal. I beseech for Prof. Shoup the hearty assistance and co-operation of all the friends of educational interests in the state.

It would seem that there ought to be, and we verily believe that there is, public spirit and local pride enough among the school men of Iowa to support one good home Journal of Education. Such a journal we propose to furnish you. We shall make every effort in our power to send you just such a journal as you need. A large part of our space will be devoted to methods of instruction. We shall give such methods and only such as have stood the test of the school-room and are adopted by the very best educators of the present day. While we shall have much to say in regard to the proper grading and management of city schools, we shall in no case neglect the interests of our poorly paid and overworked teachers of the ungraded, country schools. We shall devote our very best energy to literary matters.

The Iowa Public School Series.

Particular attention is called to the above series of school books, as especially recommended by Hon. Thomas H. Harris, Secretary of the Board of Education, since they are of such a character as to come in competition with no similar series, being constructed on a wise test of combining the old and the new methods of instruction. Their peculiar merits are fully set forth in the advertising columns. Correct Synchronisms are hereby informed, that a complete set of this series of books will be furnished them for recommendation by them to the District School Boards. "The Public Schools of Iowa, including District Schools, Academies for females, Colleges and a University, with male Institutions for the Deaf, the Blind and the Insane of the State, may justly become the boast and the boast of our commonwealth. To forward so noble an end is the design of this humble venture. Should this undertaking meet with sufficient patronage, the publication will be enlarged, printed on entirely new type, and issued more frequently.

1. One thousand copies of this number are printed, and the form is kept open for further impressions.
2. Gracious copies are sent to Presidents of Colleges and Principals of Academies, as well as to teachers generally, and in the friends of learning, with the hope that they will send catalogues or communications in return.

Prof. W. J. Shoup, the hearty assistance and cooperation of all the friends of educational interests in the state.

In scattering these literary pages throughout the state, the Editor bespeaks such favorable reception as our predecessors have been poorly assisted; and ultimate success of literature also flourish? Two or more series of books will be furnished them for recommendation by them to the District School Boards.

They are hereby informed, that a complete set of this series of school books, as especially recommended by Hon. Thomas H. Harris, Sr., Secretary of the Board of Education, since they are of such a character as to come in competition with no similar series, being constructed on a wise test of combining the old and the new methods of instruction. Their peculiar merits are fully set forth in the advertising columns.

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Towards any Curr Directors, as well as parents and guardians, are invited to examine these books, published in the highest style of the typographical art, furnished at Boston, the "Athens of America," with respect to literary matters.

Recitation.

"Do you play football? If so, a good munter (the front line) and a good quarter back should not lack any of the necessary apparatus. True, you are not the best team, but you have given your best and done your duty."

—President Truman House.

Self-Reliance.

"We must neither be embarrassed nor think of our ignorance, nor be greater things than what should be the honor of each man. We must be true to ourselves, not seeking for others to be our guides, but on our own ideas, and not only to know our own strength, but to know our own weakness, and in doing so to know our own strength.

—Lord Bacon.
Religion

OLD AND NEW.

Volume 30

Number 1

Old and New

Autumn Leaves.

PUBLISHED MONTHLY FOR THE YOUTH OF THE
REORGANIZED CHURCH OF
Jesus Christ of Latter Day Saints.

January, 1901.

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Autumn Leaves.

The Saints' Herald

Volume 30

Lamoni, Iowa, January 1, 1902

Number 1

OFFICIAL PUBLICATION OF THE REORGANIZED CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS

EDITOR

The following is the(Continued)

Mr. W. Walker Editor and Publisher, Lamoni, Iowa.

Published monthly for the youth of the Reorganized Church of Jesus Christ of Latter Day Saints,

The Saints' Herald, Lamoni, Iowa, January 1, 1902

Saturday, November 26, 1892

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Mr. W. Walker Editor and Publisher, Lamoni, Iowa.

Published monthly for the youth of the Reorganized Church of Jesus Christ of Latter Day Saints,
A NEW Plow

E. W. Howarth.—We notice in your pages of the 30th inst. an article from the Harford County correspondent—something about plows.

We are not practical farmers, but having made a study of agriculture, we are interested in all that pertains to the subject. We notice with interest the report of Captain T. Smith on the new plow. We are not, however, of the opinion that the new plow is an improvement on the old.

The plow must be made to suit the soil and the land to be plowed. If it is not suited to the locality, it will not work as well as the old one.

We do not think that the plow is as good as the old one. The old plow is better suited to the conditions of the land, and it is more likely to work satisfactorily.

We are not in favor of the new plow. We think that the old plow is better suited to the conditions of the land, and it is more likely to work satisfactorily.

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Wallaces' Farmer and Iowa Homestead Join to Serve 250,000 Farm Families

Greater Service to Agriculture

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Great Service to Agriculture

Wallaces' Farmer and Iowa Homestead Join to Serve 250,000 Farm Families
The North and The South

Their Mutual Dependence and Independence

By Solomon Lombard.

Few subjects, so important to the peace and prosperity of our country, receive so small a share of our attention and candid consideration as the people at large, as the one now before us. And, while no other nation possesses so abundantly the true elements of greatness as ours; and, whose interests are so completely united and harmonized, yet too few of us have tried to realize the importance of perpetuating such a state of affairs. We possess extremes of climate sufficient to render our products as distinct as the extremes of heat and cold can render them; yet, they are as freely interchanged as those of the diminutive cantons of Europe—Our population is as thoroughly mixed as the herds of the patriarch, yet they are as peaceful and law-abiding as the subjects of tyranny and oppression; the aspirations of national ambition are well nigh erased. Our wants and desires are as varied as imagination can conceive; and, while every locality is permitted to retain its own dialect, the great mass of our population consists in the Anglo-American, which binds for all unamissible all other languages with which it may come in contact. Our great interests, Agriculture, Commerce, and Industry, the Union together in strength, than a monarch's will, or the collective power of public plunder, rendering the union a universe within itself. The South produces the raw material, which employs the spindles and looms of New England; and, the Great West supplies both with bread. The climate which produces cotton and sugar, is not suited for the production of wheat, potatoes, and some kinds of fruit. The traveler in Louisiana and other extreme southern States, sees but seldom the waving fields of golden grain which adorn the extensive prairies of the West. And admitting that the South could produce grain equally as abundant, cheap, and good as the North, it would not be cultivated for the simple reason, that sugar and cotton pay far better, and, as a natural consequence, her capital would be invested in that channel. Eight bales of cotton to the acre (the usual crop of the Mississippi bottom) at 450 lbs, to the bale ten cents per pound, making $660, is far better than raising even 40 bushels of wheat at $15 per bushel. And no land, which will produce even a moderate crop of 4 to 5 bushels of cotton to the acre, (which is the case in much of the land of the interior of the South) will be appropriated to raising grain for harvesting, although it may occasionally be sown for winter grazing; and even if the South were compelled to abandon the culture of cotton, and sugar, it could scarcely be expected that she would devote her capital and energies to the prosecution of a business which affords such meager returns as the raising of wheat, apples and potatoes, in a hot climate, which are much better suited to the latitude and season of the country. Yet we are told that the South is self-sustaining. Why? Because all the cotton she raises is sold at home, and all the sugar is consumed at home. And it is said that if the South were to raise wheat, she would have nothing to sell. No, that is not true. If the South were to raise wheat, she would have more to sell than she now has. For she would have to buy cotton and sugar, and in all likelihood, she would pay more for them than she now does. And she would also have to buy flour, and provisions, and all the other articles that she now has to buy. But she would also have to buy less than she now does, and she would save a great deal of money. And if she were to raise wheat, she would have a surplus of cotton and sugar to sell. And if she were to raise wheat, she would have to pay less for cotton and sugar. And if she were to raise wheat, she would have to pay more for flour, and provisions, and all the other articles that she now has to pay for. And if she were to raise wheat, she would have to pay less for flour, and provisions, and all the other articles that she now has to pay for. And if she were to raise wheat, she would have to pay less for flour, and provisions, and all the other articles that she now has to pay for.
THE MIDWESTERN

Volume 1

SEPTEMBER, 1906.

ALBERT BAIRD CUMMINS

CHARACTER SKETCH

OLIVER P. NEWMAN

This short sentence comes nearer describing Iowa’s chief executive than any other which can be written or told of him. By American I mean a man in whom is embodied the best qualities our cosmopolitan race has drawn from its multitude of races. The Americans have taken the Iowa essence without his silly sentimentalism. From John Bull we have inherited a notion and let him alone with his blind stubbornness. Belgium’s best has seeped into our veins of humor, but has kept for the native Irish the Shakespearean that is wasted in it over there. We have robbed the German of his earlyGoing view of life, but have let him keep his phlegm. The Dutch have taught us thrift without imparting to us one ounce of stupidity. Our aggressiveness will owe to no race or nation. It is our own, developed through four hundred years of fight.

Every once in a while some man in whom those qualities are developed to a high degree forces his head and stands out of

Iowa Federation Bulletin

Published by the Iowa Federation of Women’s Clubs

The President’s Letter


The Twelfth Biennial Convention

An Appreciation

PUBLISHED MONTHLY BY ORDER

Grand Chapter,
P. E. O. Sisterhood.

P. E. O. RECORD.

VOL. 1. JANUARY, 1889. NO. 1.

What in the world or not to break last line separately to each other, George Eliot.
A GENERAL GRAND LODGE: DOCUMENTS PERTINENT TO THE CON TROVERSY, BY THE EDITOR.

An old subject of controversy has been revived by a new generation of American Masons. The first arguments for and against a General Grand Lodge are appearing in the fraternal press. There must be inherent vitality to the subject, if one may judge from its repeated appearance. The debate thereon promises to run along lines familiar to the Craft student. Yet there is already to be noted an important difference. Such difference, when analyzed, must be attributed to the spirit of the times and the trend in national sentiment, rather than to any new development in the fraternity itself. Tempora mutantur, et nos mutamur in illis; and Masonry, for all its rock-ribbed steadfastness, is not exempt from the law of change. In economic effort, in social endeavor and in affairs of politics and government, there is an ever-increasing movement toward greater consolidation of interests and concentration of powers. Mass movements, whether of men or money, are more and more in favor. It is evident that some of the forces that hold the American Masonic way of life together may not be as strong as they have been in the past. This is due to the necessity of the times and the spirit-of the age.

The same arguments used to press opinions most emphatically. The wiser man, or one skilled

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**The Evergreen.**

A Monthly Journal Devoted to Masonic Culture, Uniformity and Progress

Vol. I. DUBUQUE, IOWA, JANUARY, 1900.

No. 1.

Published by JOHN KENNEDY at the "Star Office,"

IOWA CITY, IOWA.
questions of public health as may be of interest, and which now will be sent monthly to each member of their board and all persons interested in municipal affairs. This publication will endeavor to cover as fully as possible all lines of municipal endeavor, and to create a greater interest in municipal affairs, that the people may be better served by officials becoming better acquainted with the more progressive ideas of municipal government.

I ask the cooperation of city officials and all persons interested in municipal affairs in an endeavor to make a success of Municipal Municipalities.

FRANK G. PEARCE, Editor.

Midland Municipalities.

MARSHALLTOWN, IOWA.

Published monthly by the Municipal Publishing Company.

C. W. WALKER, Secretary.

Frank G. Pearce, M.D. Municipalities.

Vol. 1 - No. 1

MIDLAND MUNICIPALITIES

October 1929

The Sanitary of the Criminal

By Winfred Overholtzer

The influence of the classical school still persists in the form of an influence that does not appear to be diminishing, but is rather increasing in strength. The question will be asked: just what assurance can be given that a sentence of a fixed length will have the desired effect in all cases? Just as some patients with pulmonary disease are able to breathe in a few weeks, sometimes in a few days, others never breathe again; so, too, some criminals, through fear of the penalty, will break through the barriers of the penal system.

More recently, too, public attention has been directed to the psychiatric possibilities of the proposed movement for the rehabilitation of the individual criminal. The author of this review does not believe that psychiatry and social work alone can help decide the purposes of psychiatric as applied to the treatment of the offenders against the law. The history of the development and the progress of this movement have been advanced by Dr. Frank G. Pearce, of Marshalltown, Iowa. The author of this report emphasizes the fact that in its development and progress psychiatry and social work are not the only forces at work.

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THE IOWA PHARMACIST

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THE IOWA PHARMACIST

VOLUME 1

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THE IOWA PHARMACIST

MARCH 1901

VOL. 1 NO. 1

IOWA DENTAL BULLETIN

FEBRUARY 1941

"Sometimes we fail to hear or heed these voices of freedom because to us the privilege of our freedom is such an old, old story." - President F. D. Roosevelt

IOWA DENTAL BULLETIN

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'And now, wouldst thou, O man, delight the ear With earth's delicious sounds, or charm the eye With beautiful creations? Then pass forth, And find them midst those many colored birds That fill the glowing woods.'

Volume I

SALEM, IOWA.

DAVID L. SAVAGE, PUBLISHER.

1895
Unfortunate timing attended the purchase of the *Homestead* by the Wallaces in 1929. Henry A. Wallace, vacationing in Europe when the deal was consummated, cabled a warning of impending financial storms, but the sale went through. The purchase price was $2,000,000, just a hundred times as much as the elder Pierce had paid for the *Homestead* 44 years earlier — and the elder Wallace had told him then that he had paid too much.

The first issue of the *Wallaces’ Farmer and Iowa Homestead* was dated October 26, 1929, two days after the Wall Street crash, which began what we call the Great Depression. Within three years farm prices dropped to little more than half of what they had been in 1929, the market for advertisers in farm journals almost disappeared, and circulations declined alarmingly. By 1932 the Wallace concern was bankrupt, and Dante M. Pierce, its chief creditor, was made receiver. Three years later the Pierce interests bought *Wallaces’ Farmer and Iowa Homestead* at sheriff’s sale. Pierce became business manager and Henry A. Wallace remained as editor. Then in January, 1937, when Franklin D. Roosevelt was inaugurated for a second term as President, he appointed Henry A. Wallace Secretary of Agriculture, largely on the basis of the proposals for aid to the farmers that had appeared in a paper which, though struggling for its financial life, was still a great voice.
THE PALIMPSEST

Murphy, who had long worked with Wallace, now became editor, with the assistance of John Thompson in the practical farm departments. Unlike most farm papers, Wallaces' supported the New Deal agricultural policies. It continued its leadership in the improvement of farming methods. It gradually won back advertising and circulation.

Dante Pierce died in 1955; his paper then had some 300,000 circulation, one-third outside the state. He was succeeded by his son Richard. Arthur T. Thompson, who had worked on Wallaces' in the 1930's, then in Washington under H. A. Wallace, and then as a practical farmer in Greene County, became editor in charge.

But Richard S. Pierce had inherited only a minority stock control and thus was unable to prevent the sale in 1957 of Wallaces' Farmer and Iowa Homestead and the Racine paper that was still a part of the Pierce estate (now called the Wisconsin Agriculturist) to the famous old Prairie Farmer, of Chicago, which also owned the high-power radio station WLS. Under a shortened title, Wallaces Farmer, the Iowa paper continued with little change. James Edwards, of the Prairie Farmer organization, became president of the corporation conducting the three papers and WLS, to be succeeded upon his retirement a few years later by George R. Cook. Richard Albrecht, who had been a field editor for Prairie Farmer, came to
Wallaces as top editor in 1957 and has kept it to its traditional high standards. Another change in basic ownership occurred in 1960, when the American Broadcasting Company, bargaining for WLS, found it had to buy the three farm papers with it in a single package deal. The ABC ownership has apparently affected the conduct and policy of the papers very little.

The third giant farm journal published in Iowa is *Successful Farming*. Third only by chronology, for it has held for years a larger circulation than any farm magazine ever published in the state, and it has wielded great influence regionally and nationally. Its origins are interesting.

The *Iowa Tribune* was founded in Atlantic as an 8-page weekly newspaper in 1878. It was designed as an organ of the Greenback Party; and General James B. Weaver, candidate of the National, or "Greenback" Party for President in 1880, became a leading writer for it. Weaver and Edward H. Gillette soon moved it to Des Moines, where it was the central organ of Iowa "Populism," and the personal organ of General Weaver when he again ran for President on the People's, or "Populist," ticket. It tended to become more a farm journal, though still politically radical, when it came into the hands of Thomas Meredith; and after 1892 the name was changed to *Iowa Farmers' Tribune*.

It was in the office of this paper that the grand-
son of the owner, Edwin Thomas Meredith, then a boy in his teens, got his first sniff of printer's ink. It was not long until the young fellow was virtually running the paper, and when he married at 19 his grandfather gave him the Tribune as a wedding present. It was something less than a munificent gift, since it had been losing money consistently; but it was a challenge whose acceptance resulted in a great publishing career.

This was in 1895. Within a few years young Meredith's industry, imagination, and business sense transformed the Tribune into a valuable property. But he had bigger ideas in mind by that time, and in 1904 he sold his paper to a stock company formed in Sioux City, retaining control until the company was in the competent hands of H. G. McMillan. The new purchaser was a Cedar Rapids lawyer, stock breeder, and former partner of Cyrenus Cole in the ownership of the Cedar Rapids Republican, who moved to Sioux City to buy the Farmers' Tribune and a year or two later the Farmer and Breeder. The latter was a paper founded in 1895 and soon taken over for delinquent printing bills by John C. Kelly, of the Sioux City Tribune. The merged paper prospered for several years, first under the name Farmers' Tribune and after 1911 as Farmer and Breeder. In 1921 McMillan moved it to Sioux Falls, South Dakota, and in the year of the great financial crash sold it to the St. Paul Farmer in Minnesota.
Meanwhile Edwin T. Meredith had founded *Successful Farming* in 1902 as a regional monthly at 50 cents a year. Concise, practical, devoted to good causes in the field of agriculture, it prospered from the first. Good roads, boys' and girls' club work, and clean advertising were high among the paper's crusades. Meredith is looked upon as the "founder" of the north-south Jefferson Highway. He established a $20,000 loan fund from which boys and girls could borrow to buy pigs or calves to raise on their own responsibility, or seed to sow fields of their own; this became important in promoting the present widespread 4-H Club movement. *Successful Farming* accepted no paid advertising until it had reached 100,000 circulation in 1906; it then guaranteed the statements of its advertisers to purchasers.

Meredith was later president of the Associated Advertising Clubs of the World. He was active in banking, in politics, in higher education, in Masonry. He served as Secretary of Agriculture during the last year of President Wilson's administration, the fourth Iowa farm editor so honored.

When Meredith died in 1928, *Successful Farming* had reached a circulation of over a million at 50 cents a year. The subscription price had been dropped as low as 25 cents in the panic year of 1907, and circulation had answered to the tune of 800,000. The rate had been raised to 35 cents in 1919. The base rate was set at $1 in 1946.
Meredith’s successor as president of the company was Frederick C. Bohen, the founder’s son-in-law. Fred Bohen had been a newspaperman before he joined the Meredith organization in 1921; he was soon promoted to advertising director and general manager. Bohen had the drive and versatility characteristic of Meredith management, as well as the ability to recruit an able staff. Successful Farming continued to exploit new developments in agriculture, to lead in the Boys’ and Girls’ Club work, and to flourish in both circulation and advertising. It developed split-run editions for 10 states by 1963, in addition to its National and its Eastern editions. Its total circulation grew to 1,325,000, allowing it to charge an advertising rate (for the National edition) of over $5,500 a black-and-white page and $9,000 for the back cover in four colors.

Let us now turn back to the year 1872, when Coker F. Clarkson quarreled with his two sons about the political policy of the Iowa State Register, the Des Moines daily newspaper that the three had bought two years before. The result of that quarrel was that “Father” Clarkson sold his one-third interest to his sons and retired to the congenial job of editing a weekly department entitled “Farm, Garden and Orchard.” This became an important feature of the Register; not only did it give advice to the farmers about crops, stock, and economic matters, but it battled week in and
week out for governmental action in their favor. Its long fight against the "barbed wire trust" is an example.

"Father" Clarkson died in 1890. The Register's weekly edition continued to feature farm matters through the 1890's, but in 1907 the Register and Leader Company disposed of it to the Iowa Farmer Publishing Company. It continued as Register and Farmer for five years, with George W. Franklin as editor. In 1910 it was claiming 50,000 circulation. Two years later it was simply Iowa Farmer, a semimonthly edited by H. N. Whitney and later by J. W. Jarnagin. In 1921 the paper was consolidated with Paul P. Talbot's Corn Belt Farmer, though at times Talbot published them separately and at other times under combination titles, until they both perished in 1942.

It was in 1946 that the Iowa Farm and Home Register, J. S. Russell editor, began as a supplement included with the Sunday Register every third Sunday of each month. Later it came every Sunday, as it does at present, giving a weekly circulation of over half a million.

The Western Stock Journal (1869-1870), a little monthly paper published at Sigourney, is interesting for two reasons — it was the first livestock journal in Iowa, and the second in the United States to be devoted solely to stock breeding; and it was conducted by James Harvey Sanders, later famous as the founder of the great
Breeder’s Gazette in Chicago. After his beginning in Sigourney, Sanders disposed of his paper to the brand-new National Live Stock Journal, of Chicago, and joined that paper’s staff.

Iowa’s interest in pure-bred cattle, which had begun in the years immediately preceding the Civil War, made great progress in the state during the 1870’s. The Western Stock Journal and Farmer began at West Liberty (then well known for its fine-stock sales and its cattle breeders) in 1871. It was conducted by Seaman A. Knapp and Alex Charles, who took it to Cedar Rapids in 1878 and two years later merged it with the Iowa Farmer and Breeder, that refuge for failing newspapers at Iowa City, already mentioned as a forerunner of Wallaces Farmer. The Iowa Fine Stock Gazette (1874-1876) was a Vinton monthly soon merged in the weekly Western Farmer and Patron’s Helper (1874-1878) in Des Moines.

Several journals devoted to particular breeds of cattle developed. Outstanding among these was the Aberdeen-Angus Journal, a monthly published in Webster City since 1919 by the Aberdeen-Angus Breeders’ Association. The Red-Polled Record (1896-1906) was a Maquoketa monthly. The Milking Shorthorn Journal was an Independence monthly begun in 1919 but moved to Chicago in 1943.

Dairy farming has had its Iowa journals, too. An early venture was James Morgan’s Dairy and
Farm Journal (1881-1887) at West Liberty. By the late 1880's Waterloo was one of the leading creamery centers in Iowa, and it was there that Fred L. Kimball, son of a local newspaper publisher, began his Creamery and Dairy in 1890, and in 1903 founded Kimball's Dairy Farmer. The Meredith Publishing Company acquired this paper in 1922 and sought a national circulation for it at a subscription rate of three years for $1. In 1929, however, it was merged with Successful Farming. Robert Marshall's Dairy Farmer (1885-1894), of Chariton, was merged with Farm and Dairy, of Ames, a forerunner of Wallaces Farmer.

Iowa has produced two notable journals devoted to horses. The Spirit of the West (1890-1919), a Des Moines weekly, doubtless drew its name from William T. Porter's famous Spirit of the Times, a national journal devoted to racing and other sports. The Des Moines periodical, conducted by P. B. Kell and others under the name of Iowa Turf Publishing Company, was a handsome quarto illustrated occasionally by half-tone engravings, and dealing with riding, racing, care, breeding, sales, and other horse matters. In later years it also gave some attention to stock-raising and agriculture. The American Trotter (1891-1893), a weekly edited by S. S. Toman in Independence, was especially interesting for its attention to the great trotters, Axtell and Allerton, names that still evoke fond memories of Charles
W. Williams and his kite track at Independence.

We pass from the noble horse to the lowly but always economically indispensable hog. The Swine World (1913-1941) was begun at Springfield, Illinois, moved to Des Moines, and finally to Webster City. The Chester White Post, retitled Chester White World after its first few years, was published in Des Moines as a bimonthly 1920-1947. The National Hog Farmer, a monthly begun in Grundy Center in 1956, is still published.

Perhaps the earliest Iowa periodical in its special field was E. E. Richards’ Western Poultry Journal, a monthly at 50 cents a year begun at Cedar Rapids in 1888. It was moved to Waverly in 1924 to become the Plymouth Rock Monthly and to join two other journals issued by the Waverly Publishing Company — the Leghorn World (begun in 1916) and the Rhode Island Red Journal (begun in 1911). The trio were discontinued in 1941. The Egg Reporter was another of Fred Kimball’s Waterloo ventures; begun in 1895, it was moved to Chicago in 1926.

Apiarists had at their command the American Bee Journal. Founded in Philadelphia in 1861, it hived in at least six cities, including Cedar Rapids and Des Moines in the mid-70s. It is currently published in Hamilton, Illinois, across the river from Keokuk. Iowa State University has issued the Iowa Beekeepers’ Bulletin since 1923.

And mention of this institution reminds us that
its *Iowa Agriculturist* has exerted a strong influence on the state's farming methods for the past sixty years. It was preceded by a *Student's Farm Journal* (1884-1901). Among other periodicals is the *Soybean Digest*, begun at Hudson by the American Soybean Association.

Several Farm Bureau periodicals have been published in Iowa. The *Iowa Farm Bureau Messenger* (1912-1925), Waterloo, was merged with a national Farm Bureau paper at Fort Wayne, Indiana. The *Iowa Bureau Farmer* (1927-1952) was a Des Moines paper. The *Iowa Farm Bureau Spokesman* was begun in 1934; it is a weekly with 130,000 circulation and is published by Ralph W. Anderson, who also issues the *National Hog Farmer*, mentioned above. The *Interstate Farmer* (1922-1940) was published by the Woodbury County Farm Bureau at Sioux City.

Two farm papers sponsored by organizations are currently issued in Des Moines — the *U. S. Farm News* (1921), of the Farmers' Union; and the *Iowa Rural Electric News* (1947), of the I.R. E.C. Association.

A feature of agricultural journalism in Iowa has been its intimate relationship with the newspaper press. County farm papers were sometimes by-products of weekly printing offices. The county farmers' institutes of the last two decades of the 19th century promoted some of them. An example was the *Cerro Gordo Farmer*, a 4-page monthly
paper at Mason City begun in 1885, to be succeeded in 1890 by Cerro Gordo Farmers' Institute, whose members heard Henry Wallace, P. G. Holden, Anson Marston, and other authorities.

Country editors often were themselves interested in horticulture, poultry, stockraising, or farming. In the small town of Ainsworth, J. H. Pearson was a greenhouse proprietor as well as editor of the Clipper, and he published the monthly Western Horticulturist — 1878-1891. At Mount Vernon, the Fruitman, later Fruitman and Garden Guest (1898-1919) was taken over shortly by Lloyd McCutcheon — Hawkeye editor.

In this connection, attention should be directed to the important part played by "agricultural editors" of notable Iowa newspapers. They commonly supplied a column or two weekly to their papers. A few may be listed here. Peter Melendy was one of the earliest, writing first for the Cedar Falls Banner and later for the Cedar Rapids Gazette in the years just before the Civil War. Then there were Seaman A. Knapp, Keokuk Gate City; Lorenzo S. Coffin, Fort Dodge Chronicle; James Wilson, Traer Star-Clipper; John Scott, Davenport Gazette; E. C. Bennett, Waverly Republican; and many others.

For the strict chronologist the first Iowa farm paper seems to be the Farmers' Advocate, of Burlington, published by H. Gates in 1848 and superseded by the Valley Farmer — 1849-1862.