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# A history of some early Iowa farm journals (before 1900)

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A HISTORY OF SOME EARLY IOWA FARM JOURNALS  
(Before 1900)

by

Gerald LeRoy Seaman

A Thesis Submitted to the Graduate Faculty  
for the Degree of

MASTER OF SCIENCE

Major Subjects: Technical Journalism  
Economic History

Signatures have been redacted for privacy

Iowa State College  
1942

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## INTRODUCTION

### Role of the Farm Journal

THE GREAT EDITORS OF THE FARM PRESS in the United States have had no small part in the improvement of the nation's agriculture. For each step of progress in this basic industry thanks must be given to those agricultural journalists who have used the medium of the press to promote better living and greater prosperity in the country.

Since the birth of the first paper to be devoted entirely to farming interests, over a hundred years ago, the agricultural journals have been the beacons of progress in improved farming in America. The pioneer spirit of the early farm papers has been a significant factor in the conquering of the frontiers of this nation. The personalities behind these journals laid the foundations for the modern aspects of life on the farm that are in evidence on every hand today.

Of these pioneering figures Iowa claims a considerable number. It was on Hawkeye soil that many of the famous writers on farm topics put forth their best efforts. The great flood of new farm journals that swept over the prairie from 1850 down to the turn of the century was loosed by men then little known, but their inspired paragraphs broke the way open for

future farmers that now acclaim them benefactors of agriculture. Such men as Wallace, Sanders, Pierce and Meredith, all high in the list of farm journalists, have contributed much to the development of Iowa farming.

### Limits of this Project

In compiling this history of early farm journals in Iowa the author has arbitrarily traced only those which were established before 1900. It is hoped that other entrants into the field of journalistic research will continue the work and carry it forward to a more complete and current stage. It is also hoped that many of the gaps in this present history will be filled; for, there are missing links in this chain of farm journalism - missing names, dates, facts and other material which could not be uncovered in the limited time available but which are necessary if the great past of the farm press in Iowa is to be preserved.

Many of the individual journals that are found mentioned in this work were short-lived; hence, no large amount of information about them is available for the research student to draw upon for a complete history. In most cases not a single copy of them has been saved from the fires, bankruptcies and other influences that caused their premature deaths. Complete data are here presented of several of the more permanent and successful ones, but even these had obscure periods through

which they lived, but no one knows how.

Regardless of the shortcomings of this particular history, the work has been fascinating. Perhaps it was the detective tactics that had to be used, perhaps it was the inspiration of a helpful professor, perhaps the thrill of digging in old ruins and unexpectedly uncovering some long lost milestone of progress led to the conclusion that something could be done. At any rate, a year of part-time search for facts about early farm journals in Iowa has resulted in the material in the following pages. May it inspire some other interested person to carry on and may it find a place, however small, for itself in the true history of the great State of Iowa.

#### Procedures

The procedures used in gathering the information around which to write this history were varied. Contemporary periodical directories furnished the first knowledge of many of the older and almost-forgotten farm journals. A reading of the histories of Iowa counties led to the discovery of some data. Correspondence with libraries in the state uncovered pertinent information, and letters to several persons formerly prominent in farm journal affairs, or acquainted with these affairs, brought to light still other facts and sidelights which were valuable.

A reading of books and magazine articles dealing with the subject provided the material of previous knowledge, material which was later substantiated by a thorough examination of copies of Iowa farm journals available in the libraries of the Iowa State Department of History and Archives at Des Moines and the Iowa State College at Ames.

It was by this procedure that the great bulk of the historical information included in this study was obtained. In fact, information from other sources was used only as a guide in following the more reliable practice of actually "digging out" of old files the histories of the journals as indicated within their own pages. Long days in dusty stacks will always be the strongest memory remaining from the research procedures used in compiling this work.

## HISTORIES

### Amerikas Honseavler

"A Monthly Scandinavian Paper, circulating in all States and Territories -- Devoted to -- Poultry, Fruit, Garden, Bee Culture, Farm and Stock Raising. Fifty cents per year."

This bit of descriptive material about Amerikas Honseavler appearing in the masthead was followed by the information that Mads Larsen was editor and publisher and that the point of publication was West Branch, Cedar County, Iowa.

Amerikas Honseavler was established at West Branch in 1891 by Larsen, a native of Denmark who started the paper when fancy chickens were just becoming popular in the Middle West.

Larsen was born in the northern part of Denmark near a town called Aalborg. While still young he went to the town of Stavanger to teach the school there, but he was not much of a teacher and decided to try his luck in the new country of America. His landing in New York City must have been an exciting one because he disembarked on the very day that Charlie Ross was kidnapped, the first case of kidnapping in that city.

Learning that the greatest fortune was to be found in the West, Larsen came to Benton County, Iowa, in 1872 or 1874. He bought a farm and tried farming for a year or two, but success did not come as fast as he had been told it would, and he



changed location. This time Larsen settled on a farm just south of the town of West Branch. He soon married and within a few years was the father of three children. His wife died 2 years after the third child was born, and Larsen was left with the responsibility of raising the children.

As stated above, fancy chickens were just becoming popular in Iowa and other mid-western states at this time, and Larsen was among the first to start in the business of raising them. His favorite breed was the Brown Leghorn, and he soon established a sizeable flock, selling "settings" of 15 eggs for \$1.00.

Several Danes had settled in different parts of the state, and each year more and more of them came over to try their luck in the new country about which they heard such glowing tales. Many of them, however, were having difficulty learning the ways of the West and did not seem to prosper any better than Larsen had when he first arrived. Larsen felt that the scientific production of fancy chickens would be the key to success for his friends.

With this thought in mind Larsen began the writing of small pamphlets on "How to Care for Chickens, Summer and Winter." Written in Danish, this spasmodic sheet became very popular among the Danish farmers. It wasn't long then until the paper was established. Larsen called it Amerikas Honseavler and adopted the slogan, "Den Lul Brune Hoen", meaning "The Little Brown Hen".

With the help of his children Larsen managed to get the paper out each month. It was printed in Omaha by the S. F. Noble Publishing Company at Twenty-fourth and Valley streets which is still in the publishing business, now putting out the Danish Pioneer. One entire issue of the paper was destroyed when a fire broke out in the plant at Omaha.

Although the paper lasted less than a year, Larsen worked hard to make it a success. It must have been a trying job each month to get the copy in shape, send it to Omaha, and then fold, wrap, and address the copies by hand. Even though the paper enjoyed a large circulation, the meager subscription price was not enough to support the expense connected with it. Only a few advertisements could be found to add to the income of the paper. One of these that appeared in season was from the A. F. Williams Manufacturing Company of Bristol, Conn., which advertised incubators and brooder houses through the columns of Amerikas Honselvler. As a last resort to make enough money to keep the paper going Larsen began selling steamship tickets to and from Denmark. These tickets were advertised in the paper under a department which he called "An Interesting Letter to the Scattered Danish People in a Strange Land, but a Land They Love." But this device did not bring in enough to pay printing bills, postage bills and other costs which mounted higher and higher as the circulation increased. Finally, Larsen had to suspend publication.

Although his paper was a financial failure, Larsen must be given credit for starting the first Scandinavian journal on chickens in America. His belief in chickens influenced many to raise fancy breeds, and his writings were considered practical and sane. Danish housewives believed firmly in Larsen because he taught them how to raise chickens and this enterprise brought in money that would otherwise have not been available.

Larsen did not become so popular with the men who were the husbands of these interested housewives, for in many cases the chickens were not as profitable as they seemed. One story is told about a Danish woman who was very proud of the fact that her chickens brought her an income of more than \$30.00 each month. The husband, however, pointed out that his wife was feeding over 200 bushels of wheat each month in producing those chickens and eggs.

After his paper failed, Larsen became somewhat of a dreamer and philosopher. He lost his practical touch, and although he continued to write for other poultry magazines, success eluded him. Toward the last years of his life he was a believer in the Swedenborgian movement as a result of reading Swedenborg's books. He drifted away from the Lutheran Church and joined the Quakers and then found contentment in the Swedenborgian doctrine.

Amerikas Honseavler represents the true pioneer among early Iowa farm journals. The fact that it did not last is not

to be wondered at; the fact that Larsen pioneered the establishment of fancy chickens in Iowa is a tribute to the man and his beliefs.

It is believed that the paper was finally disposed of in a consolidation with the publications of the C. Rasmussen Company of Minneapolis, Minn.

#### Cedar Valley Farmer

James L. Enos must be credited with beginning one of the first farm journals in Iowa. His Cedar Valley Farmer, begun in 1853 at Cedar Rapids, was among only three agricultural magazines established in the state before 1855, as far as the author of this work has been able to determine.

The Cedar Valley Farmer was a monthly paper and lived through its first volume; it died, however, before reaching 2 years of age.

Many other such papers died in their infancy, but the simple fact that Enos saw the possibilities of a publication for Iowa farmers at this early date marks him as a true pioneer in the field of agricultural journalism. The added fact that he was able to conduct his journal for more than a year is another tribute to his frontier spirit, since many men with the advantage of later times did not succeed as well.

### Cerro Gordo County Farmers' Institute

According to an old newspaper directory, there was an agricultural paper called the Cerro Gordo Farmer in Mason City at one time. This directory states that the paper was established in 1885 with E. D. Miller as editor and publisher. It was said to be a monthly publication.

A pioneer resident of Cerro Gordo County, however, volunteers the information that there never was a paper of that name published there within his memory - which dates back to 1876.

It is probable that the directory had the Cerro Gordo Farmer confused with the Cerro Gordo County Farmers' Institute, a monthly farm journal founded in 1890 at Mason City with L. L. Klinefelter as editor and publisher. It was a small affair with only a few 2-column pages 6 by 8 inches in size. It had little advertising, probably the cause of its short existence. It carried the motto, "It Pays To Think."

The chief reason for starting the paper, probably, was due to the popular movement of the Farmers' Institute. This organization did at that time in a mild way the work of the present-day Extension Service. Cerro Gordo County had an active institute, one session lasting 3 days and presided over by outstanding men such as Henry Wallace, Sr., Professors Holden, Marston, Beyer, and others.

In passing it may be said that if a paper called the Cerro Gordo Farmer did exist, it probably never lasted long and was soon forgotten.

#### Creamery Gazette

In conjunction with the Farm and Dairy, Henry C. Wallace also published a semi-monthly trade paper for creamery managers. This paper, the Creamery Gazette, was established in 1895 soon after Wallace and Curtiss had purchased the Iowa Farmer and Breeder of Cedar Rapids and moved it to Ames.

No information could be discovered which gave other data about this paper.

#### Creamery Journal and Kimball's Dairy Farmer

Fred L. Kimball of Waterloo died in 1904 just at the time when his life's ambition - to own a group of papers devoted to farming - was being realized in the fullest measure. Had he lived longer, he would have seen his dream come true in an even greater degree, and his early death meant the loss of one of the farm editors of the state who had a sincere concern for the greatest industry in the state - farming.

Fred Kimball gained his experience in the practical newspaper shop from which his father issued a small weekly news-

paper. He was intensely interested in the publishing business, and he chose agricultural journalism as his life's work.

He began his career by founding the Creamery Journal at Waterloo in 1890. This was a trade paper for buttermakers and creamery managers. His start was modest. He did all the editorial work besides looking after the business of the enterprise. Success soon came, and the Creamery Journal became an important representative of the industry.

Kimball's next idea was to establish a journal to be devoted to dairy production. He had been studying the field and discovered that, although the output of creamery butter in Iowa was tremendous, there were almost no herds of dairy cattle in the state. He realized that this butter was being made from the cream of cows that were bred for beef and milked only as an indifferent sideline. He saw how much greater the profit to these producers would be if real dairy cows were maintained on the farms, and he began preaching this new idea through a new paper which he called Kimball's Dairy Farmer.

Although the first issue of this new undertaking did not come out until 1903, the idea behind it and the publishing career of its young editor and publisher began almost 15 years before, and makes a historical account of it permissible here even though this work does not generally cover such data after 1900.

Kimball chose a very apt motto or slogan for his new paper: "For the Men Who Own the Cows." Kimball's Dairy Farmer was the first paper in Iowa to extensively and successfully report and advise this new farming enterprise of dairy farming. As these two papers continued to prosper and grow, more help was needed in publishing and editing them. E. R. Shoemaker, another young man from the country weekly field, was called to Waterloo to assist Kimball.

A trade paper for the egg market was the next idea that Kimball hit upon in his efforts to serve the agricultural and industrial life of Iowa. For this new idea he established the Egg Reporter through which to teach the principles of quality egg production and distribution.

After Kimball died in 1904, Alson Secor came into the organization. Secor accepted a position with another paper in 1906, so H. E. Colby was chosen associate editor of Kimball's Dairy Farmer. Colby was made editor-in-chief within a short time, and during the next 10 years the paper made rapid progress under his direction. In 1916 Colby left the paper to take a position with a dairy breed paper, and H. G. Van Pelt became editor.

Van Pelt remained with the paper until it was sold in the early 1920s to the Meredith Publishing Company of Des Moines. The name was changed to the Dairy Farmer when it came to Des Moines, and Chester A. Goss became its editor. Goss



continued to edit the Dairy Farmer until 1928 when E. M. Harmon was named to the position. Harmon was the editor until the paper was discontinued in the early 1930s.

Although the Creamery Journal and the Egg Reporter were not strictly farm journals, the influence of these two trade papers was indirectly felt by the farmers of the state. It is not definitely known just when these two papers ceased publication under the original establishment.

Kimball's Dairy Farmer, the outstanding success of the Kimball enterprises, exerted much influence in building better dairy herds in the Middlewest. At one time it had the largest circulation of any dairy paper published in the United States. The paper sponsored every movement that had for its purpose the advancement of dairy farming, and it was instrumental in organizing the first cow testing association in Iowa. The organization of the Waterloo Dairy Cattle Congress was a direct outcome of agitation stirred up by Kimball's Dairy Farmer.

#### The Dairy Farmer

Robert Marshall, a practical farmer of Chariton, became interested in dairying along in the early eighties and decided to launch a monthly magazine devoted mainly to that particular branch of agriculture. In cooperation with Temple Bros. of Chariton, he got out the first issue of his

Dairy Farmer in April, 1883. Marshall was the only person regularly connected with the editorial department.

The masthead carried this bit of information: ---"A 16 page monthly journal giving special attention to the dairy interest of the West, and at the same time, a reasonable amount of reading matter on other farm topics."

An editorial in the January, 1884, issue, Vol. I, No. 10, carries this comment: ---- "C. F. Clarkson, Esq., Agricultural Editor of the Iowa State Register, Des Moines, and one of the oldest and best posted men in the United States in agricultural matters, has this to say of the Dairy Farmer: 'There is more real practical sense for the guide and instruction of dairymen in the Dairy Farmer of Chariton, Iowa, than in any other publication devoted to that interest in the United States.'"

The magazine continued to be published from Chariton until 1891 when Marshall left that city. It was then sold to the Farm and Dairy at Ames.

#### Farmeren

The name of N. Fr. Hansen of Cedar Rapids cannot be omitted from any historical discussion of early farm journals in Iowa. The Norwegian population of Iowa, largely rural, had its press and exponent of better farming the same as the English speaking farmers.

N. Fr. Hansen established a paper at Cedar Rapids in 1894 which he called Fjaerkre og Biavl. John A. Jensen, a brother-in-law, was the editor. In February, 1895, the name was changed to the Farmeren, and Jensen became the publisher. This monthly Norwegian farm journal had a fair circulation, but it is doubtful if the publishing company made anything out of it as it stopped publication some time late in 1898.

The Hansen Publishing Company continued in the publishing business, however, and now circulates a women's magazine with the home interest emphasized. N. Fr. Hansen, the founder of this house, died a few years ago in California.

#### The Farmer and Breeder

John Whiting for a time conducted a paper at Sheldon, but changed it to a farm journal when several livestock breeders of northwestern Iowa became interested in publishing a paper devoted to their interests.

M. L. Steele of Ireton and C. I. Hood of Battle Creek were the most active members of this group, and under their supervision the Farmer and Breeder was begun in 1895. These two men did most of the editorial work.

The paper was printed in Sioux City by the Daily Sioux City Tribune, then edited and published by John C. Kelly. The paper did not prove to be a financial success, however,

and within a short time it became the property of Kelly through the large printing bill he held against it.

Kelly continued publication of the paper until 1907 when he sold it to H. G. McMillan. McMillan had come to Sioux City from Cedar Rapids where he had been in the publishing business for over a decade. He had already purchased the Farmers' Tribune 2 years before, 1905, from the stock company which had bought the paper from E. T. Meredith and moved it to Sioux City in 1904.

McMillan consolidated these two papers under the name Farmers' Tribune and continued to use this name until 1911 when he adopted the old name of Farmer and Breeder. The paper continued under this name until 1929 when it merged with the St. Paul Farmer at St. Paul, Minn. In the meantime McMillan had sold the paper to parties in Sioux Falls, S. D., but they still retained the name Farmer and Breeder.

#### The Farmers' Exponent

On Nov. 24, 1889, a publishing firm known as Jenness & Hill founded a 7-column farm paper at Smithland called the Farmers' Exponent.

The historians of Woodbury County praised the paper highly, saying, "It is independent in politics, ever working for the farmers' best interests. Its columns are well filled with spicy editorial and local news, while the great issues of the

day are handled in a most fearless manner."

It is known that the paper was enlarged to an 8-column folio soon after it was founded.

From the description of this paper by the county historians, one is led to surmise that it was started on the right principles and seemed to be progressing during its first volume. No record of the Farmers' Exponent has been found later than 1890, however, and it may be assumed that lack of advertising patronage caused its demise.

#### The Iowa Farmer

In 1879 Alex Charles is credited with establishing a farm journal which he called the Iowa Farmer. Charles had already been in the agricultural press business by virtue of the Western Stock Journal and Farmer which he and Seaman A. Knapp had begun at West Liberty in 1871. This first paper probably was consolidated in the Farmer and Breeder which B. F. Gue is credited with founding at Iowa City around 1875, and so Charles, an ambitious fellow, was not long in getting another paper under way.

This next Charles enterprise was started at Cedar Rapids as the Iowa Farmer. One source states that James Wilson, later the first national secretary of Agriculture, edited the paper for a number of years; another equally as reliable source states that Wilson probably did not have any full-time

or permanent connection with the paper, but that he did write farm articles that were syndicated by E. C. Taylor of the Traer Clipper in the eighties.

Little else is known about this paper. The Merediths' of Des Moines were buying farm journals right and left in the early nineties, and unconfirmed reports point to the probability that the Iowa Farmer was one of their purchases. No record of the paper has been found later than 1893.

#### The Iowa Homestead

The Iowa Homestead is the oldest living farm journal in Iowa today. When the Wallace Publishing Company purchased the Homestead in 1929, the magazine more or less lost its identity; however, the recent return of it to the Pierce management marks its active return to the prominence it has had in Middlewestern farm homes for nearly 85 years.

As has been the case with almost every publishing enterprise, the history of the Iowa Homestead is engulfed in numerous changes in ownership, many mergers and countless ups and downs in prestige and prosperity. Probably no other paper typifies the life of magazines and newspapers in general as does the Iowa Homestead.

The earliest beginnings of the Homestead are wrapped up in two other farm journals, and the earliest of these was the Iowa Farmer and Horticulturist, Vol. I, No. 1, of which appeared

in May, 1853, at Burlington. This "practical agricultural and horticultural journal" was edited by James W. Grimes and J. F. Tallant. It was published by Morgan, McKenny & Co., and printed at the Daily Telegraph office. Vol. I, No. 11, March, 1854, makes the announcement that the publishers are the Burlington Telegraph Printing Co.

In the issue of January, 1855, Vol. II, No. 9, Milton L. Comstock is listed as the agricultural editor in place of James W. Grimes, and in Vol. III, No. 4, September, 1855, William Duane Wilson's name appears in the masthead in place of J. F. Tallant. Wilson and Comstock are listed as both editors and publishers of the paper.

Undoubtedly the paper was not a financial success during the first 3 years of its life. At the beginning it had not one subscriber - the issues being sent out gratis. By September, 1855, the subscription list had grown to over a thousand, but it was not until the issue of January, 1856, Vol. III, No. 8, that any advertising appeared in the columns of the Iowa Farmer and Horticulturist. With this issue the term "Horticulturist" was dropped from the name.

By the time the February, 1856, issue, Vol. III, No. 9, came out, Wilson had moved to Fairfield, and the publication point was listed as "Burlington and Fairfield, Iowa," Comstock remaining in Burlington. A notice in the masthead of this issue states, "Business letters should be addressed to Fairfield.

Other matters may go to either place."

The issue of June, 1856, Vol. IV, No. 1, makes this announcement: "Wm. Duane Wilson & Co., Editors and Proprietors." With this issue the term "Horticulturist" is put back into the name along with "Iowa Farmer."

Two issues of the paper appeared in December, 1856: Vol. IV, Nos. 7 and 7½. The first paper that month carried the editorial announcement that "with this number we commence the issue of the Iowa Farmer as a Semi-monthly ----- to keep pace with this utilitarian age." An announcement of an "Extra" sheet to appear from time to time was also made in this issue.

Between the issue of Dec. 15, 1856, Vol. IV, No. 7½ and that of Jan. 1, 1857, Vol. IV, No. 8, the paper was moved to Mt. Pleasant, and the latter issue came out as the Iowa Farmer Extra, filled chiefly with advertisements. The date line gave Mt. Pleasant as the publication point.

Wilson continued to edit and publish the paper from Mt. Pleasant until August, 1857, when S. Stebbins substituted as editor for the issue of Aug. 1, 1857, Vol. V, No. 4, when Wilson went to Syracuse, N. Y., to attend the National Exhibition of Agricultural Implements during that month.

The Nov. 2, 1857, issue of the Iowa Farmer and Horticulturist, Vol. V, No. 10, is the last of the regular numbering available. Circumstantial evidence leads to the conclusion that this issue was the last published at Mt. Pleasant.



During the next 2 months Wilson was engaged in moving his paper from Mt. Pleasant to Des Moines. Wilson had undoubtedly made a financial arrangement concerning the paper before moving it to Des Moines, for when the first issue came out early in the winter of 1858 from Des Moines, Mills & Co., was the publishing firm listed in the masthead. An article in the Des Moines Capital, issue of Feb. 23, 1912, written by F. M. Mills, then residing in Sioux Falls, throws some light on this point.

" ----- Before Wm. Duane Wilson came to Des Moines he had been connected with newspapers in Philadelphia, and he had been a part owner of the old Chicago Tribune. He had lived a short time at Fairfield." (This statement is incomplete as Wilson located in Burlington when he first came to Iowa and there became connected with the Iowa Farmer and Horticulturist.) "When he came to Des Moines our firm (Mills & Co., run by F. M. Mills and his brother) undertook the publication of the Iowa Farmer in which Wilson took an interest and was editor. -----."

Another article by L. F. Andrews in the Register and Leader of June 13, 1909, throws more light on the point.

" ----- In September, 1855, he (Wilson) came to Iowa, settled in Fairfield, and soon after purchased the Iowa Farmer, a monthly agricultural paper published at Burlington and moved it to Mt. Pleasant. In the winter of 1858, he removed the

paper to Des Moines and changed it to a weekly publication.

-----."

Nothing is said about Mills & Co. here, but the fact that the paper was changed to a weekly is mentioned. Andrews also was not clear about Wilson's earliest residence in Iowa, although it may be that he did not actually reside in Burlington and did go immediately to Fairfield.

Within 2 years after Mills & Co. started publishing the paper with Wilson as editor, the Iowa Farmer was sold to Hiram Torrey who came West to enter the publishing business and wanted to call his paper the Pioneer Farmer. Torrey did change the name to Pioneer Farmer, but the name did not fit, and in a few months Torrey sold the paper to W. Simmons. Simmons, however, could do no better with the paper, and he soon wearied of paying bills without any income from the paper. Simmons sold the paper to Mark Miller of Dubuque who changed the name of the 5-column paper to the Iowa Homestead.

All of the above transactions took place between 1858 and 1862. With the sale of the Pioneer Farmer to Mark Miller late in 1861, we find the second part of the earliest history of the Iowa Homestead coming into the picture. Mark Miller was the first person to name a farm journal in Iowa the Iowa Homestead, a name that has stayed with the paper since that very day. But let us go back now and pick up the threads of history coming in from another direction. We have traced the history of the

Homestead from its earliest progenitor; a review of Miller's activities prior to 1861 is just as important to this discussion.

Mark Miller emigrated from Massachusetts to Wisconsin in 1849 and founded the Wisconsin Farmer at Madison. In 1856 he came farther west to Dubuque, Iowa, where he established the Northwestern Farmer, just 3 years after the first progenitor of the Homestead was founded. The Northwestern Farmer was a monthly, and one of the few agricultural papers founded at that early date to be successful.

In 1861 Miller moved his paper across the prairie by wagon to Des Moines. Here he purchased the Pioneer Farmer, combined it with his own paper and began the publication of the Iowa Homestead and Northwestern Farmer. Thus, the data are now complete on the progenitors of the Homestead.

The first issue of the Iowa Homestead and Northwestern Farmer appeared with a date line of Jan. 29, 1862, published at Des Moines. The numbering series on this first issue was listed both as Vol. VII, No. 1, and as Vol. I, No. 1. The former volume number was a continuation of the old Northwestern Farmer of Dubuque, and the latter volume number was the first of the new series of the new paper. This "new series" was dropped with the issue of June 22, 1864, and the old series, dating from Dubuque, was carried from that time forward.

As first discovered in L. F. Andrew's article, Miller began publishing his paper as a weekly instead of a monthly when he came to Des Moines. An editorial in the first Des Moines issue explains Miller's attitude.

"We believe the time has arrived, when the Agricultural and other great Industrial Interests of our State - so rapidly developing - demand more than a monthly journal, to represent and speak for them. ----- The doings of our State and County Agricultural Societies and Farmers' Clubs all justly claim ten-fold more attention than can be given through a monthly.

"Therefore, with this number we commence the Seventh Volume of the Farmer under the title of the Iowa Homestead and Northwestern Farmer. -----.

"We have had it in contemplation for the past year, to remove the Northwestern Farmer from Dubuque to the Capital. Engaged in the publication of the only agricultural paper in the State (not accurate) we deem it necessary to give the Farmer a more central location than it possessed at Dubuque. Des Moines, as the Capital, combines advantages for our paper, which can be found nowhere else in the State. -----.

"The removal from Dubuque, although occasioned by a desire to increase the sphere of our usefulness, has caused us much personal regret. Through a period of six years in the publication of the Northwestern Farmer, we experienced a series of

kindnesses from our Dubuque friends which will never be forgotten. ----- In our new place of residence - forming new friendships and dedicating our labors to the success of the Homestead - the pleasant remembrances of our Dubuque home will never be obliterated."

Miller writes again in the issue of March, 20, 1862, Vol. VII, No. 8, concerning the change from a monthly to a weekly publication:

"It was our intention at the close of the sixth volume of the Monthly Northwestern Farmer, to have it continued as such. But since the advent of the Homestead, we find it inadvisable from the fact that so few desire it. The stampede from the monthly to the weekly was complete - our old patrons - almost to a man, preferring the latter. -----."

The Iowa Homestead was edited and published by Mark Miller for the next 2 years without evident change in personnel or management. The June 22, 1864, issue, Vol. IX, No. 22, however, has the following editorial comment:

"With the present number of the Iowa Homestead, we relinquish the responsibilities and cares of its publication. But we are happy to say that this withdrawal does not sever the connection which has so long and pleasantly existed between us and our old friends and patrons. -----"

"With this announcement we introduce to the patrons of the Homestead, Mr. H. W. Pettit, who now assumes its publication

and the management of its business affairs. After a pleasant and familiar acquaintance with Mr. Pettit, of some twenty years standing, we feel assured that he will carry forward the paper successfully. ----- M.M."

An editorial in the same issue by H. W. Pettit reads:

"With the present number of the Iowa Homestead, my name appears for the first time as its editor and publisher. I have long been acquainted with the career of the paper and its talented Editor. ----- I have few promises to make. ----- If by throwing my whole soul and energies into the work before me will serve to improve its columns ----- then may its many warm friends and readers rest assured that it will still continue to be the Family Paper par excellence in Iowa. No labor or expense shall be spared. ---

"Mark Miller, Esq., who has, by years of unremitting labor brought the Homestead to its present enviable position, ----- will still maintain his post at the head of the Agricultural Department. -----

"The essential characteristics of the Homestead as a journal will not be modified ----- Henry W. Pettit."

Another editorial, probably written by Pettit, also adds historical data of interest and significance; this appeared in this same issue:

"We are getting some two hundred new Engravings made in Chicago ----- which we will commence publishing as soon as our

new type arrives from Philadelphia. It is our ambition to make this the most beautiful as well as the most readable paper on the Northwest. ----- Not more than one more number will be printed on the old type."

Still another editorial in this issue of June 22, 1864, makes comment that should interest the historian and researcher and general reader:

"We observe it is intimated by several of our exchanges, that the character of the Homestead is to be changed from an agricultural to a Literary paper. This is not our intention. Agriculture and Horticulture will, under the new administration, receive as much attention and occupy as prominent a position as under the old. A certain proportion ----- has ever been devoted to news ----- of general interest. -----."

Miller evidently became ill sometime during the year after Pettit assumed control of the paper because the issue of May 10, 1865, was the last time his name appeared in the masthead until the issue of Jan. 3, 1866, Vol. XI, No. 1, when he is again listed as Agricultural and Horticultural Editor.

Pettit continued to manage and Miller to edit the paper until Pettit died late in the summer of 1866. The issue of Aug. 15, 1866, Vol. XI, No. 33 is the last issue (No. 34 missing) that the name of H. W. Pettit appears as proprietor. The next available issue, Aug. 29, 1866, Vol. XI, No. 35, has no listing of personnel except a brief space in the left hand column of

the front page which says, "The Iowa Homestead - conducted by Mark Miller - assisted by an able corps of contributors." It is probable that Miller continued to edit and publish the paper after Pettit's death until late in 1868.

The issue of Sept. 30, 1868, Vol. XIII, No. 39, announces that the proprietorship of the Homestead has passed into the hands of Geo. Sprague & Company. Geo. Sprague is announced as a skillful and scientific stock breeder and an accomplished agricultural writer. An editorial by Miller says:

"We disposed of the Homestead in 1864 to our lamented friend, H. W. Pettit, Esq., for the sole purpose of giving our individual attention to our Farm and Nursery, and it was with much reluctance that we again assumed the management of the paper on the occurrence of his death in 1866. ----- . For the present our editorial connection with the paper continues, but for what length of time is a matter of future consideration."

The paper now takes the name of Iowa Homestead and Western Farm Journal and carries in its masthead the notice, "Edited by Dr. G. Sprague, assisted by Mark Miller in the Horticulture Department." The issue of Dec. 25, 1868, Vol. XIII, No. 51, is the last time Miller's name appears on the masthead.

During the first half of 1869 George Sprague continued to edit and publish the paper, but the issue of July 9, 1869, Vol. XIV, No. 27, announces that Wm. Duane Wilson is the new



editor and publisher. An editorial by Sprague states:

"Gen'l. Wm. Duane Wilson has returned to his home, in this city, after several years of close application to duty in the Department of Agriculture at Washington. -----." Wilson had been named secretary of the State Board of Agriculture, which also carried the duties as secretary of the State Agricultural College, Ames, in 1859 and had evidently become connected with the national agricultural department through his Iowa prestige.

An editorial in this July, 1869, issue by Wilson states: "We are pleased to assure our readers that Dr. G. Sprague will continue his valuable correspondence -----." Early in 1870 the name of D. W. Kauffman appears in the masthead as horticultural editor, but he left the paper with the last issue of 1870, Dec. 30, Vol. XV, No. 52.

The first issue of 1871, Jan. 6, Vol. XVI, No. 1, announced in an editorial that, "----- As the Messrs. Mills are now relieved from the publication and management of any paper requiring all their time, they will hereafter devote their experience as publishers to ----- the Homestead." The masthead now reads - "published weekly by Mills & Co., and Wm. Duane Wilson." Wilson took the title of editor - "assisted by co-publishers."

Soon after Mills & Co., and Wilson joined in the publication of the paper, Wilson became involved in a controversy

with the state fair committee. Mills & Co. tried to buy out Wilson and end the trouble, but Wilson would not sell. Mills & Co. then sold Wilson its share in the paper. The first issue of 1872, Jan. 5, Vol. XVII, No. 1, bears out this change in an editorial by Wilson:

"On the first of the year the undersigned took charge of the entire publication of the Iowa Homestead, having purchased the interests of Messrs. Mills & Co. ----- (Signed)  
Wm. Duane Wilson."

The issue of July 5, 1872, Vol. XVII, No. 27, makes the following announcement in an editorial:

"To make the Iowa Homestead all that it should be we need more editorial help, and an addition of capital. We have secured both by adding to our force Ex. Lieut. Gov. B. F. Gue, of Fort Dodge who will make his Editorial bow to our readers in the next number. -----." The July 12 issue accordingly carries in the masthead - "published weekly by The Homestead Company; B. F. Gue, managing editor; Wm. Duane Wilson, traveling and corresponding editor." Wilson became secretary of the Iowa State Grange at this time, and it is probable that he retained little or no financial interest in the paper.

The next change is noted in the issue of Nov. 22, 1872, Vol. XVII, No. 47, when B. F. Gue writes, "Having disposed of my entire interest in the Iowa Homestead to Gen. Wilson, Dr. Geo. Sprague, and Frank R. Sprague, with this number closes

my editorial connection with the paper."

Ever since Sept. 30, 1868, the Homestead has carried the sub-title of Western Farm Journal - a name first attached when George Sprague first became connected with it. Now with the issue of Oct. 3, 1873, Vol. XVIII, No. 40, almost a year after Sprague takes over the paper again, this sub-title is made the main title of the paper, and the name Iowa Homestead is made the sub-title. With the issue of Nov. 21, 1873, the name Iowa Homestead disappears entirely from the paper. D. J. Walker also comes into the firm along with the Spragues, and Wilson continues with the paper in charge of the Patrons' Department. The names of Suel Foster, Wm. Collard, Joseph L. Budd and H. C. Raymond are listed as contributors to the Department of Horticulture during 1873 also.

The issue of Dec. 12, 1873, Vol. XVIII, No. 50, is the last time Wm. Duane Wilson is listed in charge of the Patrons' Department.

The above personnel continued to edit and publish the paper, now called the Western Farm Journal, on through 1873, 1874 and most of 1875. With the issue of April 23, 1875, Vol. XX, No. 16, the name of Hon. Jonathan Perriam, "late Agricultural Editor of Western Rural, Chicago," appears on the mast-head as associate editor.

Just prior to this, in the issue of March 12, 1875, Vol. XX, No. 10, the first mention of a Chicago office, at 126 Washington street, is made, and it is probable that Perriam

continued to reside in Chicago and contribute from there.

The issue of Nov. 3, 1876, Vol. XXI, No. 44, is the last time that the name of D. J. Walker is listed as one of the publishers and proprietors. G. Sprague and E. R. Sprague are still listed as such in this issue, but the issue of Nov. 24, 1876, Vol. XXI, No. 47, is the last time that these men are listed as owners. G. Sprague's name still stays on the mast-head as editor, and Perriam is still listed as associate editor. By the first issue of 1877, however, Jan. 5, 1877, Vol. XXII, No. 1, Perriam's name has been dropped, although Sprague continues as editor.

No clue as to actual ownership is available from the beginning of 1877 until the middle of 1880. The magazine continued to come out each week with George Sprague listed as editor. Wm. Collard is listed as business agent during 1878, and it is probable that he held the majority interest in the paper, although it is suggested by several sources that the journal changed hands numerous times during this period and that it decreased in value and importance steadily.

A Chicago office is mentioned at 116 Monroe street in 1878, moved later in the year to 95 Clark street and again located at 124 Clark street in the early spring of 1879. This office was evidently discontinued in April, 1879.

The paper continued on through 1879 and into 1880 as the Western Farm Journal with George Sprague as editor. There is an indication, however, that the name was changed to the Iowa

Farm Journal sometime during the early part of 1880 as the next available issue (copies missing from Jan. 5, 1877), June 19, 1880, Vol. XXV, No. 25, carries an editorial saying, "With the next issue, the Iowa Farm Journal will pass under the control of the new proprietors. The form (size) will be changed to the style under which the paper was issued before the old name "Iowa Homestead" was dropped. The old name will be resumed, and the paper enlarged to a 48 column sheet. New type and printing material throughout have been purchased, and will be used in next week's paper."

When the next issue came out, June 24, 1880, Vol. XXV, No. 26, B. F. Gue was again listed as editor and the name of the paper was the Iowa Homestead with a sub-title of Western Farm Journal. This points to the fact that B. F. Gue had purchased the paper.

No evident change in ownership or editorship occurred through the remainder of 1880 and all of 1881.

With the first issue of 1882, Jan. 6, Vol. XXVII, No. 1, Prof. S. A. Knapp is listed as associate editor. In an editorial that issue the following notices are found:

"----- It is with pleasure that we are able to announce that S. A. Knapp, Professor of Practical Agriculture of our State Agricultural College, has been added to the editorial corps. ----- Prof. J. L. Budd, Secretary of the State Horticultural Society and Professor of Horticulture at

the State Agricultural College will be associate editor in charge of Horticultural subjects. -----."

The sub-title of Western Farm Journal was dropped from the magazine with the issue of Feb. 24, 1882, Vol. XXVII, No. 8.

In the fall of 1883 Gue sold the Iowa Homestead to a J. H. Duffus. His name appears as business manager in the issue of Oct. 19, Vol. XXVIII, No. 42, and in the issue of Nov. 9, three numbers later, Gue writes:

"With this issue of the Homestead my connection with it as editorial manager is brought to a close. The ownership of a majority of the stock of the company has passed into the hands of other parties, who will hereafter assume entire editorial and business management of the paper. -----."

A short article in this issue states that Lee Champion won second in an oratorical contest among the students of the State Agricultural College and is to have a position on the Homestead.

Gue's announcement above bears out the point that there have been several owners of the Homestead ever since 1877, and that a stock company composed of several more or less disinterested parties has financed it.

The name of Henry Wallace appears for the first time as editor-in-chief of the Iowa Homestead in the issue of Nov. 16, 1883, Vol. XXVIII, No. 46. Duffus invited Wallace to become editor of the paper immediately after he had gained full control

of it, at a price of \$16,000. Wallace was given the privilege of setting his own price for his services on the Homestead, but when he learned what Duffus had paid for the paper, he told him that he had already paid out too much and that on this account he would furnish farm articles and editorials for a fee of \$500 for the year. This arrangement was agreed to, and so Henry Wallace greeted the farmers of Iowa for the first time late in that year of 1883.

Henry Wallace had spent his boyhood days on the frontier of western Pennsylvania and attended college at Green River Valley, Ky. Here he had studied for the Presbyterian Ministry and had done some ministerial work before contracting tuberculosis. Advised to go West, Wallace settled in Madison County, Iowa, where he bought a farm and worked out-of-doors much of the time. Regaining his health, he became a popular citizen of the county, and in 1878 made a Fourth of July speech at Winterset which was the indirect cause of his entrance into journalism.

The views he expressed in this speech brought a storm of protest from one of the Winterset newspapers, but another paper, the Madisonian of that city, defended him. Through this bit of publicity Wallace became known throughout that section of the state. This popularity led the editor of the Madisonian to ask Wallace to become agricultural editor of the paper, and he accepted.

Within a short time Wallace bought a paper of his own, a struggling little sheet known as the Winterset Chronicle. When he took over the paper, its subscription list was about 400; a short time later Wallace had increased the figure to 1,400, and his fame continued to spread.

This was the circumstance Wallace was in when Duffus asked him to join the staff of the Iowa Homestead, and it is probable that Wallace did not long continue publishing his own newspaper. Duffus sold the Homestead in March, 1885, to James Melville Pierce and a Mr. Lucas, and wrote to Wallace saying that the new owners wanted him to continue as editor. Wallace went to Des Moines to meet Pierce and inquired what he had paid for the paper. When he was informed that \$20,000 had been paid, he told Pierce that the figure was eight or ten thousand too much and that he would continue to do the editing for \$10 a week. Naturally, Pierce agreed to this and also to Wallace's stipulation that he be allowed to buy stock in the paper when he felt inclined to do so.

James Melville Pierce's buying of the Iowa Homestead in 1885 marked the entrance of another great agricultural journalist into the farm press of Iowa, and Henry Wallace's connection with the paper at this time marked the beginning of a partnership between two of the greatest farm editors of that generation.



Pierce had entered the publishing business by purchasing small county seat journals in Missouri. Later he moved into southern Iowa and followed the same practice in partnership with a Mr. Lucas. Two of the papers which Pierce and Lucas had controlled were the Taylor County Republican at Bedford and the Osceola Sentinel at Osceola. When these two men contracted to buy the Homestead at Des Moines for \$20,000 they paid a price which a few years earlier would have staggered both of them. Undoubtedly, the venture was a gamble, but it was a gamble that turned out a winner.

Pierce and Wallace put forth every effort to make a success out of the run-down magazine they undertook to publish. Wallace handled the editorial matter and bought stock in the company; Pierce acted as business manager. The paper also made great strides under the leadership of these two men and became the outstanding farm journal of the Middlewest. In 1886 a smaller sized page was adopted; circulation increased by leaps and bounds, reaching out into Kansas, the Dakotas, Minnesota, Missouri and Illinois. Small competitors were bought out and merged with the paper, now called simply the Homestead, the term "Iowa" having been dropped when the circulation spread into other states.

All went well for nearly a decade; the paper flourished, and both Wallace and Pierce made great names for themselves. Suddenly a rift appeared between the two men. Wallace rightly

assumed that he held full charge of the editorial policy of the paper, but some of the editorials he wrote concerning the advancing railroad rates were stopped from appearing in print by Pierce who instructed the composing room force not to run them. Pierce, in turn, began criticising Wallace for trying to use his influence to obtain political appointments for his relatives.

The battle soon broke into the open, and the two men became very bitter toward each other. Wallace accused Pierce of deserting the farmers by not denouncing the monopolistic tendencies of the railroads. He continued to write scathing editorials on the subject that never got into the paper. Finally, the breach became so wide between the two that Wallace decided to sever his connections with the Homestead. Pierce had no objections to this but would not buy Wallace's stock in the company. Wallace soon despaired of coming to any agreeable settlement and left for a vacation in Europe, his name appearing for the last time as editor in the issue of March 9, 1894, Vol. XXXIX, No. 10.

From this time on until his death on Nov. 1, 1920, James Melville Pierce assumed the editorial chair of the Homestead and continued to act as business manager.

After Wallace returned from abroad in the early part of 1895, he continued his attempts to reach a settlement with Pierce, but the only recompense he received was \$1,500 damages

from a libel suit he won as a result of articles that appeared in the Homestead during his absence. Henry Wallace then joined his two sons, Henry C. and John P., as editor of their Farm and Dairy at Ames.

Although Pierce went on to direct the destinies of the Homestead until his death, he was ably assisted on the business side by his son, Dante, and on the editorial side by a succession of capable editors including James Atkinson and John Thompson.

From 1895 on the Homestead under Pierce and his son, Dante, and Wallace's Farmer, the successor to the Farm and Dairy, under the Wallace family, fought a terrific battle for leadership among the farm journals of Iowa and the Middlewest. The Meredith family's publications had also entered the fight and were the only papers to withstand the intense competition.

In 1929 the Wallace Publishing Company purchased the Homestead at a valuation of two million dollars, but the burden was too great and forced the company into receivership at the height of the depression. During the fall of 1935, the consolidated papers were sold at public auction in Des Moines, and the Dante M. Pierce estate made the highest bid.

Thus ends the story of the Iowa Homestead. It is still being published as a part of the Wallace's Farmer and is today an acknowledged leader in the farm press of Iowa, the Middlewest and the nation.

As we close the history of this Iowa farm journal the names of some of its editors loom up as names that will go down in more profound histories than this as the great leaders and exponents of rural living and rural business. Wm. Duane Wilson was the first of its editors to achieve fame, and although his editorial attempts might have been more successful had he been a better business man, his name must have a place in agriculture's list of benefactors. Mark Miller strove through the experiments he conducted in "his own back yard" to improve the horticulture of a state that needed much improvement along this line in his day.

George Sprague edited the magazine for many years, and his scientific notes on stock breeding won him wide acclaim. Next came B. F. Gue, a man perhaps more at home in political circles or around a directors' table discussing financial matters but one who contributed much to the knowledge of farming and farm prosperity through his writings and ability to gather able contributors about his editorial chair.

Almost simultaneously Henry Wallace and James M. Pierce arrived at the helm of the Homestead. Pierce lived an active life, and his passing took another life whose energetic concern both for himself and his subscribers had no small part in the development of western agriculture from a rough, pioneer subsistence to a prosperous industry that leads all other rural sections in its wealth today.

Henry Wallace, "Uncle Henry" to countless friends, lived long enough to see the benefit of his contributions to farm living that never could have been as enriched if he had not contributed his weekly sermons as well as the practical and scientific practices which increased the profits of every farmer who followed them.

### The Iowa Tribune

In the late seventies and early eighties when the Greenback Party was making its strongest bid in Iowa and other states the party leaders decided that a newspaper would further their cause. Accordingly, in 1878 a paper called the Iowa Tribune was established as an organ of the party.

There are some data pointing to the fact that the paper was first established in Cedar Rapids, but more reliable information places the birth of the paper in Atlantic. At any rate, Gen. James B. Weaver, presidential candidate of the Greenback Party in 1880, edited the paper for over a decade. Cong. E. H. Gillette was also connected with it in the early days of its existence.

After the popularity of the Greenback Party waned, the Iowa Tribune became increasingly a farm paper, and in 1892 its name was changed to Iowa Farmers' Tribune.

In 1893 Thomas Meredith bought the paper and moved it to Des Moines and in 1895 gave it to his grand-son, E. T. Meredith,

as a wedding gift. E. T. Meredith continued to publish the paper with the help of J. M. Gass who served as editor. The paper was published weekly during this period as well as during its greenback days.

In 1904 the paper was sold to a stock company which moved it to Sioux City, shortening the name to Farmers' Tribune. E. T. Meredith maintained his interest in the paper by remaining the chief stockholder in the corporation that owned it. Other stockholders were the Sioux City Stock Yards Company, James F. Toy, a Sioux City banker, A. G. Bennet and several other bankers of Sioux City.

The next year, 1905, H. G. McMillan, a Cedar Rapids publisher, purchased the stock held by E. T. Meredith. McMillan was well qualified to handle a farm paper. He had been raised on a farm in Washington County and had been in the purebred livestock business there with his father for a number of years in his early life. Leaving the farm, he read law with J. F. McJunkrie at Washington when McJunkrie was attorney general of the state.

McMillan was admitted to the Iowa bar in 1882 and moved to Rock Rapids the same year to practice law. He soon bought a tract of land and established Lakewood Farm where he became a renowned breeder of Percheron horses. Calypso, a famous stud, was owned by McMillan. McMillan was a charter member of the International Livestock Exposition at Chicago and judged Percherons at the first exposition held there.

After locating at Rock Rapids, McMillan became interested in politics and served as county attorney of Lyon County for several years. Later he was a member of the Republican State Committee and was chairman of the committee during 1895-96 and 97. In 1898 McMillan was appointed United States Attorney for the northern district of Iowa by President McKinley. He was reappointed by Theodore Roosevelt and served in the office for nearly 10 years.

At the time he was appointed United States attorney, McMillan moved to Cedar Rapids. There, in partnership with Cyrenus Cole, he purchased the Cedar Rapids Republican and the Republican Printing Company. For almost 10 years he was president of the printing company and business manager of the paper.

As stated above, McMillan bought Meredith's interest in the Farmers' Tribune of Sioux City in 1905. Two years later he moved to Sioux City and bought the Farmer and Breeder from John C. Kelly, then publisher of a daily in Sioux City who had come into possession of the Farmer and Breeder through a printing bill while the paper was being published at Sheldon. McMillan consolidated the two papers and soon bought all the other outstanding stock of the corporation which owned the Farmers' Tribune. He re-incorporated the consolidation under the name of the Farmer and Breeder in 1911.

From then on McMillan was the sole owner of the paper, holding the titles of president, general manager and managing

editor of the firm. During the 5 years from 1915 to 1920 he also did most of the editorial work.

In 1921 McMillan moved the paper to Sioux Falls, S. D., and soon purchased the South Dakota Farmer which he consolidated with his Farmer and Breeder. Within a short time after this the paper was sold to parties in Sioux Falls who continued its publication until 1929 when it was merged with the St. Paul Farmer of St. Paul, Minn.

The Iowa Tribune was only one of a few papers that was carried outside the state before losing its identity. The varied existence that the paper had is evidence of its popularity during a time when the farm press was having a difficult time in Iowa.

#### The Knoxville Educator

It was in the early nineties that the Farmers' Alliance became strong in the Middlewest. Iowa farmers subscribed to its principles readily, and the organization found favor over most of the state.

At the height of the popularity of the Alliance in southeastern Iowa, J. R. Norman of Knoxville started a paper called the Knoxville Educator. This small farm journal advanced the work of the popular agricultural movement and confined its editorial comment exclusively to it. Norman was the sole person connected with the paper as far as is known, being both its



editor and publisher.

As interest in the Farmers' Alliance waned, the patronage of the Educator decreased, and the paper was suspended after a short time. Exact dates on this journal are not known.

#### New Hampton Dairy Journal

Along with the swing towards dairying in the early nineties in northeastern Iowa came a flood of dairy papers. One of these was the Dairy Journal of New Hampton.

Established in 1892, this little journal was edited by R. S. McKee. E. T. Runion was the publisher. C. L. Gabrilson of New Hampton was one of the contributors.

Only a few monthly issues of the Dairy Journal were put out.

#### The Polk County Farmer

H. G. Gue, son of Lt. Gov. B. F. Gue, established a farm paper at Des Moines in 1889 which he called the Polk County Farmer.

Gue was editor of the paper, and the publishing company was organized as the Northwest Company. The paper was issued monthly.

The paper did not live long, probably because Gue was elected to the board of trustees of the Iowa Agricultural College within a short time after he began the venture.

## Rural Life

On January 1, 1890, the Matt Parrott and Sons Company launched a farm journal which they called Rural Life. Already publishers of a daily paper in Waterloo and also conducting a publishing business, this new venture of the Parrotts came at a time when many other agricultural papers were being started - and at a time when the larger magazines were in a terrific battle for supremacy in the rural field.

Regardless of these conditions in 1890, Rural Life was founded with high hopes and ambitions. It was founded on the right principles, namely, practicality and education. Intelligent men were in charge of the various departments, and all things considered, it was a high class magazine.

Dean C. F. Curtiss was in charge of the horse department - a department that was important in those days when horses were much more in evidence than they are today. C. L. Gabrielson of New Hampton had charge of the sheep department. His early education on a farm in Sweden and his success with farming in Iowa made his contributions outstanding and sound.

E. C. Bennett of Tripoli conducted the dairy department for Rural Life, lending support to this new enterprise that was just beginning to bud in Iowa. Bennett knew his subject well, and his paragraphs and lectures were quoted in every part of the nation during his work in Waterloo.

Professor J. L. Budd of the Horticultural Department at the agricultural college, Ames, was the horticulture editor from 1890 on until his death a few years later. The hog department was filled by several writers, but no one man filled the position as well as the breeders themselves who were encouraged to send in short articles about swine problems in Iowa.

Mrs. Matt Parrott, under the title of "Aunt Lucy," conducted a women's page in Rural Life, one of the first pages of its kind to be started in Iowa - and a successful one.

Rural Life was a weekly journal as most of the farm papers were by this time in their development. It had an exceptionally good paid list of subscribers, but this proved to be more of a disadvantage than an advantage. As stated above, the Iowa Homestead and the Farm and Dairy of Ames were waging a bitter fight for leadership, and both papers were practically giving subscriptions away in order to build up a large list that would hold the advertising patronage both were striving for. Rural Life's publishers could not afford to offer free subscriptions because their limited advertising patronage could not stand too much added overhead.

It took but little imagination for the Parrotts to see that the fight would be long, expensive and probably disastrous for them. Having other endeavors to amply occupy their efforts which would prove more profitable, the assets of

Rural Life were sold to the Iowa Homestead, then managed by James Melville Pierce, in 1894.

Thus another promising farm paper went out of existence just as many others had done before and just as many others were destined to do. The pressure of limited capital and almost cut-throat competition made it impossible for more than a few agricultural papers to keep in the battle for the "survival of the fittest."

#### Rural Northwest

George H. Van Houten was a prominent farmer and horticulturist of Lenox, and his experiments there formed the background for his later career in the politics and press of the state.

He was an active writer as well as a politician. In the early nineties he was editor of Rural Northwest, a monthly agricultural journal which had been established in 1883 at Des Moines. Little is known about this paper except the background which Van Houten brought to it. A company called the Rural Northwest Company published the paper, and it is believed that it ceased to appear after about 1894.

Van Houten was a candidate for lieutenant governor of Iowa on the ticket with H. O. Wheeler in the late eighties, but the party was defeated. He was a member of the board of trustees of the agricultural college at Ames at one time and

also served as secretary of the Iowa State Fair during his career. At another time he was a member of the Iowa General Assembly.

With this wide background Van Houten no doubt was a strong editor for the Rural Northwest, but no mention of the paper is found after the middle nineties.

#### State Register and Farmer

While not contributing his valuable paragraphs on farm topics through the medium of an orthodox agricultural magazine, the name of Coker F. (Father) Clarkson cannot be omitted from any history of farm journals of Iowa. The State Register, a daily newspaper of Des Moines, issued a weekly edition which contained a farm page written and edited by "Father" Clarkson, and in this capacity he became known over a wide area for his sound thinking and writing on agricultural matters. But let's go back and review the background of this man before proceeding further.

Coming from Brookville, Ind., in 1856, Coker F. Clarkson settled in Grundy County and founded Melrose Farm. Here he practised and demonstrated the new scientific farming and from here he graduated into agricultural journalism.

His two sons, Richard P. and James S., soon drifted to Des Moines where they found employment on the Register. They were well qualified for their newspaper work as they had received

training in the small shop of their father who had conducted a weekly paper in the Indiana village before coming to Iowa. Richard Clarkson began work as a type-setter, and James started out as a general reporter and local editor.

Frank M. Mills, then the foremost publisher of the state, soon recognized the extraordinary abilities of James, and the young editor made rapid progress as a newspaperman. After the Civil War the Clarksons, father and sons, purchased the Register and soon made it a great state paper, but during the Harlan-Allison political battle that developed the family was not agreed. The father believed in Senator Harlan, and the boys adhered to Allison. As a result of this internal disagreement Coker F. Clarkson sold his interest in the paper to his two sons, but luckily for the farm press of the state, he remained with the paper as editor of the agricultural department.

All through the eighties and nineties "Father" Clarkson carried out his duties as farm editor of the State Register. His page was well edited and full of the latest developments in rural business and living. He became an important influence in the agricultural affairs of the state, and his intimate knowledge of practical farming soon made his page invaluable to thousands of new people in the state who were struggling with problems and details of farm management which "Father" Clarkson had practiced on his own farm.

His part in supporting the farmers in their bitter feud with the Barb Wire Trust was important and deeply appreciated by all. This weekly edition of the State Register, given the title of the State Register and Farmer, became famous because of the ability and individuality of Coker F. Clarkson.

#### Wallace's Farmer

The farm journal that was in 1929 to absorb the Iowa Homestead and become the acknowledged leader in the agricultural journalism field in Iowa had an inauspicious beginning in 1895 when Henry C. Wallace and Prof. C. F. Curtiss, were both on the Agricultural Staff of the State Agricultural College at Ames. The history of the Wallace family enterprise from this point on is so recent, comparatively speaking, that most people know it; however, the background of the magazine prior to 1895 is the more interesting and intriguing to the researcher and, I hope, to the reader.

Background material on Wallace's Farmer has been traced back to 1875 when B. F. Gue founded a paper at Iowa City named the Iowa Farmer and Breeder. This magazine was not started from "scratch" but was a consolidation of a half dozen other farm journals that were struggling along and just about to fail. The papers that Gue consolidated into the Iowa Farmer and Breeder were: The Northwestern Stock, Field and Farm, the Iowa Stockman and Farmer, the Iowa Farmer and Stockman, the

Farm Journal and Livestock Review, the Western Stock Journal and the Western Stock Raiser. The histories of only two of these journals has been satisfactorily traced, and those will be found in a later part of this work. The other four papers that went into the establishment of Gue's paper probably were so small and unknown that they did not gain any sort of a reputation. It is also probable that they were quite new and had not circulated widely nor extensively. No doubt all of them would have failed if they had not been consolidated into the Iowa City paper.

It is not known how long the paper existed at Iowa City under Gue's management. It is known that Don Dounan was for a time connected with the magazine while it was at Iowa City, but the dates again are hazy. Dounan's first connection with the press of Iowa occurred sometime during the late seventies when he came to the office of the Bulletin, a weekly paper published at Independence. He expressed a desire to learn the business and was given a position. He did not stay long, however, leaving to enter the State University at Iowa City.

While attending school he married and obtained an editorial connection with the Iowa Farmer and Breeder. Dounan was a brilliant young man, but his staying powers were weak, and he left Iowa City before graduating and before making his mark as one of the great agricultural editors of the state. He next managed a weekly paper at Elkader but soon drifted to Chicago



where he worked on a newspaper, studied for the Episcopalian Ministry, divorced his first wife, married again, and in the early years of the new century returned to Independence. Here he became somewhat of a local politician and, after serving as census taker, was appointed a guard at the reformatory in Anamosa at which place he died in 1934.

Although Don Dounan did not stay long enough in any one place to really establish himself as a competent editor, his name was well known in the press circles of the state. It is tragic that his brilliance of mind was not concentrated, because it is the opinion of those who knew him and his ability as an editor that he was capable and might have become great.

Sometime during the eighties Fred Faulkes of the Cedar Rapids Gazette purchased the Iowa Farmer and Breeder and moved it from Iowa City to Cedar Rapids. He then sold a two-thirds interest in the paper to a Mr. Ashby, a brother-in-law of Henry C. Wallace and at the time a field agent for the Farmers' Alliance which was flourishing in Iowa at that time. The agreement between Faulkes and Ashby was that in the event Ashby relinquished his interest, he must first dispose of the paper and pay Faulkes for his one-third interest.

A few years later Ashby was appointed United States Consul to Dublin, Ireland. This meant that some disposition of the paper must be made. He soon interested his brother-in-law, Henry C. Wallace of the agricultural staff at the State Agri-

cultural College, Ames, in buying it. Wallace in turn interested C. F. Curtiss, a fellow professor at Ames, in joining him in the purchase. The Iowa Farmer and Breeder was in that stage where it was just a question of time before it must cease publication, and it was a weak paper that Wallace and Curtiss bought and moved to Ames.

When the paper was moved to Ames, it was given the name of the Farmer and Dairy Breeder, but it was soon changed to Farm and Dairy. During the short joint ownership between Wallace and Curtiss the paper served more as a promoter of the State Agricultural College than as a general farm journal. Within a short time after the paper was moved to Ames, John P. Wallace, a younger brother of Henry C. and a student at the college, dropped his class work and took charge of the advertising end of the Farm and Dairy. Besides doing the stenographic work and keeping the business records of the firm, John P. Wallace traveled about the state during the winter obtaining subscriptions and advertisements. He would carry his bicycle with him on the train and when reaching a locality where he wished to visit, he would then ride the bicycle about the countryside, attending sales and interviewing livestock breeders. He also found time to attend various dairy meetings and conventions and report them for the Farm and Dairy.

The paper was just about paying expenses when Henry Wallace, Sr., left the Homestead at the culmination of the trouble be-

tween him as editor and James Melville Pierce as publisher. Henry Wallace, Sr., left the Homestead in the early part of 1894, and after he had returned from a year's rest in Europe, his two sons in Ames invited him to join them and become editor of the Farm and Dairy. He agreed to do this at once, and the three of them soon arranged to purchase Curtiss' interest in the paper. Thus was formed a great family publication, headed by one of the greatest farm editors of the state ably assisted by two of his sons who also rose to the heights in the farm press enterprise. An editorial in the next issue, Feb. 15, 1895, makes the following announcement:

"Mr. Wallace was for 10 years the editor of the Iowa Homestead. His withdrawal from that paper was the culmination of trouble between him and the business manager as to its public editorial policy, Mr. Wallace wishing to maintain it in its old position as the leading western exponent of anti-monopoly principles. Failing in this he became the editor of the Farm and Dairy, over the editorial policy of which he has full control."

In another editorial the new editor mentions his trouble with Pierce, "the Bedford lawyer," as he termed him, and exposed the opinion over which they differed - mainly on the question of railroad rates - and also stated that he suffered severe financial loss by severing his editorial connection with the Homestead. Wallace asked for continued support from Iowa farmers in his new position.

The next issue of the paper, March 1, 1895, Vol. 20, No. 5, comes out with a new name -- Wallace's Farm and Dairy. It is to be observed that the magazine under the Wallace ownership continues the numbering of the old Iowa Farmer and Breeder, founded in 1875 as mentioned above.

The issue of Sept. 6, 1895, Vol. 20, No. 19, carries the next bit of important history. In this issue the name of the paper is again changed. This time the journal is called Wallace's Farmer and Dairyman - carrying the sub-title of A Weekly Journal for the Western Farmers. This marks the change from a semi-monthly to a weekly schedule of publication. Also in this issue Henry Wallace, Sr., called attention to a "sixteen page article assailing my integrity" in the Feb. 1, 1895, issue of the Homestead. Pierce and Wallace continued to battle over Pierce's accusation that Wallace was using his influence to get political appointments for his relatives and Wallace's accusation that Pierce was deserting the cause of the farmers by secretly furthering the cause of the monopolistic railroads which were charging exorbitant rates at the time.

Henry C. Wallace is listed as assistant editor now since his father has become editor, and the name of the publishing company is changed from The Farm and Dairy Company to The Wallace Publishing Company. A western advertising office is also announced in this issue, located at 64 and 65 Merchants Exchange, San Francisco, Cal., and represented by E. C. Drake's agency in that city.

This issue of Sept. 6, 1895, was a history-making one for the paper, as it carries the statement that with the changing to a weekly from a semi-monthly it is also decided to open an office in Des Moines which will be in charge of the editor, Henry Wallace, Sr. H. C. Wallace will be in charge at Ames from now on, the statement says. The Des Moines office was located "across the street from the Savery House in the Phillips Block."

An 8-page history of Wallace's trouble with the Homestead is also found in this issue of Sept. 6, 1895. In addition to the article many letters from farmers are quoted which say that they have discontinued taking the Homestead and will take Wallace's Farmer and Dairyman. News items from various weekly papers over the state are also quoted commending Wallace for making the change from the Homestead to the new paper.

The issue of Jan. 3, 1896, Vol. 21, No. 1, is the last that is issued from Ames. An editorial announcement states that "hereafter the paper will be issued from the Des Moines office located in the new building east of the Savery.

The next change of importance is announced in the issue of April 23, 1897, Vol. 22, No. 17, when John P. Wallace is listed as advertising manager, and H. C. Wallace is listed as general manager instead of assistant editor as formerly. Henry Wallace, Sr., is still listed as editor.

With the issue of Dec. 9, 1898, Vol. 23, No. 49, the name of the magazine is shortened to Wallace's Farmer, carrying the motto, "Good Farming --- Clear Thinking --- Right Living." This issue came out in a larger page size but still held to 16 pages total.

The enmity continued to flame between Wallace and Pierce, and an announcement in the issue of July 7, 1899, Vol. 24, No. 27, mentions "a personal vindication" - going on to say that Wallace had brought a libel suit against the Homestead Company and J. M. Pierce as business manager, and that Wallace had been awarded \$1,500 damages for attacks made on his character in the columns of the Homestead. The announcement went on to say, "The above is our vindication. The farmers of the Northwest will now sit on the case, and from their decision there can be no appeal."

The issue of June 30, 1899, Vol. 24, No. 26, lists H. C. Wallace as business manager rather than general manager. The other positions remain the same. In the issue of Aug. 3, 1900, Vol. 25, No. 31, his title is changed back to general manager.

This carries the history of Wallace's Farmer down into the Twentieth Century, which is as far as this present work shall go in detail. It might be mentioned in passing that after the death of Henry Wallace, Sr., in 1916 and of his son, Henry C. in 1921, the farm paper was directed on the editorial side by Henry A. Wallace, grandson of "Uncle Henry," and on

the business side by John P. Wallace. This personnel went ahead with the publication of the paper and made a successful venture out of it. In 1929 Wallace's Farmer bought out the Homestead with which it had fought since 1895 and combined the two papers into one. This transaction, however, spelled financial disaster for the paper, and in the fall of 1935, having sought the relief of bankruptcy, the paper was sold at public auction to the Dante M. Pierce estate, and this man, son of James Melville Pierce, is now the publisher of the paper - still called Wallace's Farmer and the Iowa Homestead.

But we cannot leave the history of this great paper with having related only the cold facts - there is something more to be said that carries a warmer and more philosophical tone. What of the men themselves who brought the journal into prominence and who devoted so much of their time and energy towards lifting the farmers out of a drab existence into a life of purpose?

Much has already been written commemorating the life and work of Henry Wallace, Sr., affectionately referred to as "Uncle Henry." A brief mention here of his weekly sermons which found acceptance in many farm homes when it was inconvenient for the farm family to attend regular church services will recall for many one of the great things this man did for Iowa and Middlewestern farm life. His frontier spirit and pioneer undertakings strike a chord of devotion in every heart that is

interested in the continued development of agriculture. His advance through the ranks of rural journalism from a contributor to a small weekly paper to the editorial chair of a leading farm journal will serve as an inspiration to younger men who are just now beginning their careers. Henry Wallace, Sr., lived long enough to see the full benefit of his part in the advancement of farm business and living, and there is not one who would now begrudge him this fulfillment.

Henry C. Wallace and John P. Wallace, sons of this famous man, also contributed their bit towards the agriculture they too loved so well. Dan A. Wallace, the third and youngest son of "Uncle Henry," served the farm interest as editor of the St. Paul Farmer for many years and continues to write on farm topics.

Henry A. Wallace, grandson of the senior Wallace, proved his right to a place in agriculture's hall of fame through his corn breeding work and his able contributions as editor of Wallace's Farmer during the years from 1921 to 1933. At this writing he is serving as vice-president of the United States following distinguished service for 8 years as national Secretary of Agriculture. He guided the destinies of the AAA and was the driving force behind the soil conservation program, recognized as the most advanced step yet taken in American agriculture.



### Western Iowa Farm Journal

Not a few of the so-called agricultural journals were merely advertising sheets printed in the interest of farm land sales. Several such papers were discovered in the course of this research and discarded as not worthy of treatment. The Western Iowa Farm Journal, however, is included even though it was started for that purpose.

Begun by a firm known as Bowman & Kelly in 1891 at Carroll, this paper served its founders in a purely publicity role. Although the facts are not known, it may be assumed that the paper was printed at a newspaper shop in Carroll.

The reason for making the assumption above is that the Western Iowa Farm Journal soon became the property of John B. Kniest, editor and publisher of the old Carroll News. As happened in many instances, Kniest, probably gained control of the farm paper through a printing bill he held.

Without making such assumptions, it is definitely known that Kniest ceased publication of his Carroll News and tried to make a legitimate farm paper out of the Western Iowa Farm Journal. This new enterprise was not successful, however, and the paper disappeared after a few years.

### The Western Pomologist

Volume I, Number 1, of this journalistic venture appeared in January, 1870. It dealt with horticulture and floriculture and was conducted by Mark Miller at Des Moines. J. A. Nash was listed in the masthead as an assistant. An editorial in the first issue traces the background of the paper:

"----- It is generally known that for the last 20 years, except for two or three short intervals, we have been connected with the Agricultural and Horticultural press of the West. We commenced the Wisconsin Farmer in 1849, and conducted it until 1855 when we sold the paper to Messrs. Skinner and Powers of Madison. We assisted in organizing the Wisconsin State Horticultural Society in 1863, also the first county agricultural society in that state.

"In 1856 we became a citizen of Iowa, and from that date to 1862 published the monthly Northwestern Farmer at Dubuque. In January, 1862, we came to Des Moines and changed from a monthly to a weekly - the Iowa Homestead. In May, 1864, we sold the Homestead to H. W. Pettit. On the occurrence of Mr. Pettit's death in May, 1866, we again took charge of the paper and managed it until September, 1868, when it passed into the hands of George Sprague.

" ----- Much, however, remains to be done to increase and extend our knowledge of those varieties of fruits which we

can most successfully and profitably grow. ----- To supply this want of communication in a field hitherto unoccupied is the mission upon which the Western Pomologist enters."

The above excerpt from an editorial by Mark Miller clearly explains the purpose of this new paper in a new field. Miller was very much interested in this branch of agriculture and conducted many experiments "in his own back yard," so to speak. Much that he wrote while connected with the Iowa Homestead was the result of research and experiments made in his own little experiment station on his farm.

Thus, the Western Pomologist was started in 1870 with a definite purpose of supplying a needed source of information on a new farm topic.

In Vol. I, No. 2, February, 1870, the name of Leavenworth, Kan., appears on the title page along with Des Moines, and J. Stoyman of Leavenworth appears in the masthead as assistant editor. J. A. Nash was dropped from the masthead as assistant with the May issue, Vol. I, No. 5.

The paper continued through 1870. The last issue of that year, Vol. I, No. 12, December, 1870, has editorial comment to the effect that success has come to the paper. New subscriptions have been added, and enlargement and other plans are promised for 1871.

No copies, however, are known to exist of any further publication than December, 1870. It is to be assumed that the paper either ceased or was moved to Leavenworth, Kan.

### Western Soil Culture

H. W. Campbell of Sioux City developed a soil roller in the early nineties. With this invention he promoted conservation of moisture by packing the soil, and it wasn't long before he had a large following in the semi-arid regions of South Dakota and Nebraska.

Not long after development of the roller, Campbell decided that he should have a paper to further the ideas he had on conserving moisture, and in 1895 he established the Western Soil Culture at Sioux City. The paper was also dated at Minneapolis and Omaha, making it probable that there were other editors, or perhaps that the paper was printed in one of these two other places.

Campbell's idea of a roller to conserve moisture had merit, and his roller formed the basis for later developments in this implement. The paper, however, needed other things besides a good idea to keep it going, and as those other things seemed to be lacking, it is doubtful whether more than a few issues of the paper ever appeared.

### Western Stock Journal

"A monthly devoted to the breeding, feeding, training and management of farm stock."

This brief statement appearing on the title page of Vol. I, No. 1 of the Western Stock Journal marks the birth of live stock journalism in Iowa. Until May, 1869, when J. H. Sanders of Sigourney issued the first number of his magazine there was not a single journal in existence, in the state, devoted exclusively to livestock interests and the principles of breeding.

In 1869 Sigourney was a small inland town 30 miles from a railroad. Sanders had been a school teacher, farmer and publisher of a weekly newspaper before starting on his agricultural journalistic career. In May, 1869, he became the prophet of a new prosperity. He could write as well as farm and teach, and his paper, poorly printed on a hand press, was simply a beginning - another voice crying in the wilderness, preaching a new gospel.

An editorial in this first issue of the Western Stock Journal states: "The columns of the Western Stock Journal will be open to the freest discussion of the principles of Stock Breeding and collateral subjects. Our paper is not published in the interest of any pet theory, or to advocate the claims of any special race or breed of stock; neither will it be the organ of any clique or ring. ----- It has been in our mind for years to publish just such a paper as we hope to make the Western Stock Journal."

The ideals and purposes set forth in the above editorial comment ably explain Sander's interest in a free discussion of

livestock breeding. The fact that he had high ideals for his paper is significant to the success that was to come. Beginning his paper in response to the fast growing interest in diversified farming through improvement of the livestock of the state, Sanders was capable of the task. He too was interested in the new scientific farming and in the pure breeding of stock.

Managing a farm along with his magazine, Sanders was able to know from experience what he wrote. He began breeding English Chesshire hogs and later branched out into Shorthorn cattle. About 1870 he bought the famous imported stallion, Donald Dinnie and an imported black Percheron stallion called Gempest from Mark Dunham of Wayne, Ill., who had imported them. Sanders also purchased another imported grey Percheron stallion called Dieppe, imported by Dillion Bros., of Bloomington, Ill. These were the first imported draft stallions to be brought into southeastern Iowa.

Through 1869 the Western Stock Journal continued as an exclusive livestock journal. Gradually farmers became interested in this new livestock improvement idea, and Sanders demonstrated with his own purebred stock just how the new farm program would increase the profits and happiness of the great industry of Iowa - farming. Month after month the paper came out, but an editorial in the September, 1870, issue reads as follows:

"To the patrons of the Western Stock Journal: The Western Stock Journal has been merged into and become a part of the National Live Stock Journal published at Chicago by Geo. W. Rust & Co. This change became necessary from the fact that private business of the utmost importance so pressed upon the time of the editor of the Western Stock Journal that he found it impossible to give the paper the close personal supervision which it has heretofore had; and rather than allow its character to fall below what it has been in the past, we have chosen to take the course above indicated. Our subscribers will all be supplied with the National Live Stock Journal for the full term of their subscription to our paper, and all of our advertising contracts will be filled out in the same manner.

"Mr. Sanders will have an editorial connection with the new paper.

"The Western Stock Journal has been a financial success from the first, it has always paid, and we flatter ourselves that it has done a good work all over the country ----- in disseminating information and awakening an interest in the subject of stock breeding. We part from it with regret, and hope that the mutual relations of our successors and our patrons may be as pleasant and cordial as they have been with us."

(Signed) J. H. Sanders & Co.

Thus did Iowa lose the Western Stock Journal of Sigourney and it lost J. H. Sanders, one of the foremost agricultural

journalists of America. He went with his paper to Chicago and for 10 years held an editorial position with the National Live Stock Journal. In 1881, however, he left the paper which had absorbed his own journal and established the Breeder's Gazette, a stock journal which became a leader in the field under his management and which still commands the livestock press today.

#### Western Stock Journal and Farmer

After J. H. Sanders sold his Western Stock Journal to the National Live Stock Journal publishers of Chicago in the fall of 1870, Iowa lost one of its most famous papers. Sanders had begun his journal at Sigourney in 1869.

The state was not long without such a paper, however, as Alex Charles, an aggressive and active man with political ambitions, established the Western Stock Journal and Farmer at West Liberty in 1871. He called in S. A. Knapp to help him with the editorial duties, and proceeded to get the paper out each month for 5 years.

The circulation of the paper reached 5,000 by 1875, and to show what an aggressive fellow Charles was, this quotation from an old newspaper directory of the time concerning the paper amply describes his feelings:

" ----- Its circulation is larger than any other monthly stock journal in America, with one exception, and its advertis-



ing patronage is not exceeded by any monthly journal."

The Western Stock Journal and Farmer evidently prospered for a time, although the above statement of its condition is probably an exaggeration.

Nothing is heard of the paper after 1875, but in the list of papers absorbed by the Farmer and Breeder of Iowa City, which B. F. Gue established in 1875, a Western Stock Journal is mentioned. This points to the probability that Gue consolidated Charles' journal along with a half dozen others into his Iowa City paper.

"Gone --- and --- Forgotten"

The following list of farm journals that once existed in Iowa comprises papers that were established in the state but of which no more than a mere mention has been found during the course of this work.

Most of them were found mentioned in the newspaper directories listed in the bibliography, but no amount of inquiry both by letter and personal interview could bring to light any more than the brief descriptions given below.

The Western Farmer and Stockman was founded in 1887 at Sioux City. It was an agricultural monthly with W. S. Preston as editor and the Western Farmer Publishing Company as owner.

Progressive Farmer was established in 1873 at Cedar Rapids as an agricultural monthly. E. R. Bradford was business

manager, and the Progressive Farmer Publishing Company was owner. It circulated largely in the western states.

Western Farmer and Patrons' Helper came to life in 1874 at Des Moines. George W. Jones was the editor, and Jones & Thompson were the publishers. The circulation once was 2,880, and the paper was the official organ of the State of Iowa and of the Iowa State Grange.

The Farmers' Advocate was a monthly published at Burlington. H. Gates was the editor, and James Tizzard & Co., were the publishers. The card file of David Mott, editor of the Annals of Iowa, contains reference to this journal in the form of a note directing the research student to the Des Moines Valley Whig, issue of Aug. 27, 1847, page 2, column 1. This paper was published at Keota. If the mention in this paper is correct, the Farmers' Advocate is the earliest farm journal this author has found to have been established in Iowa. As much as information about this journal was desired, no material could be found other than that presented here.

Pioneer Farmer was a weekly journal published at Des Moines. No further information on this publication could be found. It was founded sometime prior to 1861 as that is the date when the directory which mentions it was published.

Dubuque Farmer was evidently established prior to or around 1861 also, since that is the date when the directory which mentions it was published. The name implies that the journal was published at Dubuque.

Western Farmer and Horticulturist was a monthly agricultural paper established in 1878 at Ainsworth. J. H. Pearson was editor and publisher, and the paper had a circulation of 5,616 according to a directory. A letter to the Ainsworth library brought a reply from a Mr. A. B. Moore who stated that he worked for Pearson in his greenhouse at the time he was publishing the paper. No further material could be obtained.

Students' Farm Journal was established in 1884 at Ames under the publishing name of the Agricultural and Horticultural Association of the Iowa Agricultural College. Bardwell and Jones were listed as the editors. It is probable that this monthly paper was put out by students of the college and did not circulate far off the campus.

Farm Journal and Live Stock Review was established in 1879 at Cedar Rapids. No record of personnel has been unearthed, and the Journal Publishing Company is the only one that is mentioned in connection with the magazine. This monthly farm paper evidently did not exist long.

In 1881 the Dairy and Farm Journal of West Liberty came to life. This monthly paper was edited by James Morgan and published by the J. Maxon & Co.

Another Journal which chose Cedar Rapids as its birth place was the Western Poultry Journal. Carver and Richards were listed as editors and publishers, and a notation was found stating that Carver left within a short time.

Des Moines was the home of the Western Garden and Poultry Journal established in 1890. A firm known as the Western Garden Publishing Company published this monthly paper, and Chas. N. Page was editor in 1891. The paper evidently changed hands later, as Emerson Depuy was listed as editor and publisher in 1898.

A semi-monthly agricultural journal was begun in 1892 at Creston. The Farmer Publishing Company of that city launched the Modern Farmer in that year, but no record of its personnel could be found.

E. C. Wilcox was editor and Ed Madigan was publisher of a journal devoted to the dairy interests founded in 1891 at Waterloo. Both these men were prominent in dairy affairs and were connected with other journals at other times during their careers. The Creamery and Dairy which they founded in 1891 as a monthly periodical probably was merged with one of the later dairy papers that was established in Waterloo.

Another Dubuque farm journal was the Western Farmer founded in 1895 by McCook and Standacher. These two men were listed as editors and publishers, but no additional material about the paper could be found.

Poultry magazines popped into existence frequently during the late nineties at Des Moines - and most of them did not last long. One of this type was the Poultry Farmer, a monthly established in 1898. The only additional information that could

be found about this paper was that there is a probability that it may have been a new start of the older Western Garden and Poultry Journal which had been founded in 1890 and which Emerson Depuy was editing in 1898.

C. M. Adams of Davenport edited and published a semi-monthly farm journal called the Advance Farmer. According to the record of one directory, this paper had been established in 1880, but no information about its history could be discovered.

Two agricultural papers were established at Davenport in 1899. G. H. Greene edited a paper called Farm Topics, a monthly journal published by the Topics Publishing Company. J. J. Feeney and H. A. Skelly were the editors of a magazine called Poultry, Bees and Fruit which was established in the same year as Farm Topics. Again, the author could uncover no historical data pertinent to these two journals.

#### Miscellaneous Men

No discussion of the early history of agricultural journalism in Iowa should omit the names of a few of the outstanding volunteer writers on the weekly press of the state who included agriculture in their paragraphs. Important, scientific and practical were the columns written by these men, some of whom became the great editors and commentators on the subject.

L. S. Coffin contributed his advice through the medium of the Fort Dodge Chronicle.

Dr. S. A. Knapp once wrote for the Keokuk Gate City.

E. C. Bennett handled the agricultural notes for the Waverly Republican.

James (Tama Jim) Wilson sent a weekly column to E. C. Taylor of the Traer Clipper who syndicated Wilson's notes and sold them to at least 30 other papers and journals.

Coker F. (Father) Clarkson edited an agricultural page in the weekly edition of the State Register of Des Moines.

Henry Wallace got his start on the Winterset Chronicle, a start that was the opening wedge to a career which is today recognized as the outstanding contribution to better farming in Iowa.

Cyrenus Cole's words best pay tribute to these men: "These men, week by week, preached the gospel of the new farming, farming by diversification and with improved livestock. Their followers multiplied."

### ACKNOWLEDGEMENTS

Special Acknowledgement to the Late Blair Converse

Formerly, Head, Department of Technical  
Journalism, Iowa State College  
Ames, Iowa

This thesis would be grossly incomplete and the author guilty of unforgivable negligence if special acknowledgements were not extended to the late Blair Converse under whose inspiring guidance and careful attention this work was inaugurated, carried forward and accomplished.

Blair Converse was head of the Department of Technical Journalism at Iowa State College during the period from March, 1935, until June, 1936, when this project was under way. It was his ready judgment that approved the subject, procedure and final result, but that judgment was given only after weaknesses had been ferreted out in numerous conferences. His keen appraisal and patient cooperation were invaluable.

The actual production of a piece of work that Blair Converse felt should be done was not the only reason for the author's feeling of indebtedness to him during the accomplishment of the task. It was a distinct privilege to be associated with him in any endeavor. His criticisms were founded on unbiased truth, and his praises were given unhesitatingly when he was

pleased. One had the clear understanding that Blair Converse was always sincere.

That this thesis had Blair Converse's stamp of approval before his untimely death on May 18, 1939, is a source of joy and gratitude to the writer, but one cannot help wishing that he were still living and still contributing so richly to the lives of journalism students at Iowa State College.

Others to whom the author is indebted for valuable suggestions and assistance include those named below. It should be borne in mind that the personnel and addresses contained in the following list were current during the academic year of 1935-36 when this project was conducted. Deaths and changes of address which may have occurred by this date would be practically impossible to check on now. A few changes, known to be accurate, have been made recently.

Lydia Margaret Barrette, librarian, Mason City Public Library,  
Mason City, Iowa.

Mrs. Kate Bates, Chariton, Iowa.

C. P. Christensen, Omaha, Nebr.

H. E. Colby, Waterloo, Iowa.

Dean C. F. Curtiss, Iowa State College, Ames, Iowa.

Hazel Evans, reference librarian, Public Library, Cedar Rapids,  
Iowa.

C. J. Fulton, Fairfield, Iowa.

Edna Giesler, librarian, The Public Library, Davenport, Iowa.

Iva Glessner, Sioux City Public Library, Sioux City, Iowa.



Edgar R. Harlan, deceased, formerly curator, Historical Department of Iowa, Des Moines, Iowa.

W. A. Hansen, Cedar Rapids, Iowa.

Mrs. Minnie Kimball, Waterloo, Iowa.

Chas. E. Lynde, Des Moines, Iowa.

H. G. McMillan, Minneapolis, Minn.

C. P. Millard, librarian, Free Public Library, Burlington, Iowa.

A. B. Moore, Ainsworth, Iowa.

Mrs. T. A. Moore, West Branch, Iowa.

David Mott, Historical Department of Iowa, Des Moines, Iowa.

Frank Luther Mott, State University of Iowa, Iowa City, Iowa.

Will F. Parrott, Waterloo, Iowa.

Arthur Pickford, Mason City, Iowa.

Edward F. Pittman, director of newspaper division, Historical Department of Iowa, Des Moines, Iowa.

Bessie M. Porter, Librarian, Free Public Library, New Hampton, Iowa.

R. B. Raines, Independence, Iowa.

Chas. E. Rogers, Iowa State College, Ames, Iowa.

Sadie R. Stevens, librarian, Carroll Public Library, Carroll, Iowa.

Mrs. Chas. Stratton, West Branch, Iowa.

W. A. Sumner, University of Wisconsin, Madison, Wis.

John P. Wallace, Des Moines, Iowa.

James B. Weaver, Jr., Des Moines, Iowa.

Mrs. G. E. Wendel, Smithland, Iowa.

Winnifred Wennerstrum, librarian, Free Public Library, Chariton, Iowa.

B. L. Wick, Cedar Rapids, Iowa.

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