

*Early writers in the agricultural field "hand-set" their advice to farmers at the type cases. Sometimes it was based upon practical farm experience, but again it originated from pure hearsay. Now, trained writers with a farm background give factual reporting of the practices of successful farmers.*

## 23. Agricultural Journalism in Iowa

K. R. MARVIN, *Technical Journalism*

ABOUT THE TIME IOWA WAS FIRST EMBRACING STATEHOOD, Horace Greeley made his oft-quoted statement, "Go west, young man; go west." Greeley first proffered this advice to Josiah B. Grinnell, New York clergyman and journalist. Grinnell accepted the advice, visited the Midwest, reported the Illinois Fair for Greeley's *New York Tribune*, and became infatuated with the prairie country.

A few years later Grinnell came to Poweshiek County, helped found the city of Grinnell (1854) and Grinnell College. He exerted an important influence on Midwest agriculture and its journalism. His leadership in Iowa husbandry, particularly sheep raising, pointed the way to his election as president of the American Agricultural Association in 1885. Grinnell was one of many leaders directed toward the black soil of Iowa by the enthusiasm of eastern editors of early newspapers and farm journals.

The thirty farm periodicals published in the East had a total circulation of one hundred thousand during the 1840's. Until 1853 Iowa had no farm papers of its own. Farmers who subscribed to any could choose between the *American Farmer*, established in Baltimore in 1819; the *American Agriculturist*, first published in New York City in 1842; the *Genesee Farmer*, originated in Rochester in 1831; the *Cultivator*, founded in Albany in 1834; the *Prairie Farmer*, one of the earlier "western" journals published in Chicago in 1840 as the official organ of the Union Agricultural Society.

Regarding the influence of these journals, the discouraged editor of the *American Farmer* remarked in 1831 that farmers were "unbelievers in book farming. They will neither take an agricultural

paper, read it when given them, nor believe in its contents if by chance they hear it read."

Popularity of the farm journals already was on its upward swing, however. By the advent of the Civil War fifty or sixty agricultural periodicals had a circulation of a quarter of a million and Iowa already had launched a few.

#### EARLY NEWSPAPERS

Prior to the advent of the farm journals several newspapers were on hand in the Territory to advocate or oppose Iowa's admission to the Union. Their editors, though inexperienced in farm practices, frequently offered advice to the early farmers.

The *Du Buque Visitor* was established at the Dubuque lead mines by John King in 1836, only three years after the first newspaper was founded in the muddy village of Chicago—the *Weekly Democrat*. Burlington had its *Gazette* in 1837, Fort Madison its *Patriot* in 1838 and its *Plain Dealer* in 1841, Muscatine its *Journal* in 1840, Davenport its *Gazette* in 1841. Printers pushed westward into the territory and brought forth three papers in Iowa City in 1841, the *Reporter*, the *Standard*, and the *Argus*. The first of these lasted twenty years, the second seven, and the third less than two years. In Keosauqua two newspapers were launched in 1843, the *Iowa Democrat* and the *Des Moines River Intelligencer*. At Ottumwa the *Copperhead* appeared in 1844. At Keokuk the *Gate City Weekly* was brought out in 1846, the *Daily Gate City* in 1847, and the *Saturday Post* in 1848.

A short-lived *Western Adventurer and Herald of Upper Mississippi* appeared at Montrose in 1837 and suspended in 1838. In 1847 Montrose had another newspaper with a specific title, the *Advocate and Half-Breed Journal*.

These early territorial publications reprinted many of their articles for farmers from almanacs or periodicals printed in the East. Articles on the selection and storage of seed, curing of home-killed meats, or the report of a plowing match usually were written and first printed in the older settlements before being "lifted" by the Iowa newspapers. Complete enactments of public land laws sometimes filled the entire front page of the hand-set Iowa papers.

The first issue of the *Du Buque Visitor*, May 11, 1836, carried a farm market report. This occupied a space one column wide and about four inches deep. It was headed DU BUQUE WHOLESALE PRICES CURRENT (corrected weekly). Some items included were:

|                        |       |     |        |        |
|------------------------|-------|-----|--------|--------|
| Beef, fresh .....      | lb.   | 8a  | 10cts. | none   |
| Lard .....             | "     | 12a | 15 "   | scarce |
| Butter .....           | "     | 12a | 31 "   | "      |
| Bacon .....            | "     | 12a | 15 "   | "      |
| Beef hides dried ..... | "     | 9a  | 10 "   | "      |
| Eggs .....             | dozen | 12a | 25 "   | "      |

Ownership of newspapers changed often and their titles almost as often. Within the first year of publication the names of four owners had appeared on the masthead of the *Du Buque Visitor* and by June 3, 1837, the name of the paper was changed to the *Iowa News*. This was nine and a half years before President Polk was to sign the act admitting Iowa to the Union.

The diverse responsibilities of the country editor were semi-seriously portrayed in a reprinted paragraph of the second issue of the *Du Buque Visitor*:

A Country Editor—Is one who reads newspapers, selects miscellany, writes articles on all subjects, sets type, reads proof, folds papers, and sometimes carries them, prints jobs, runs on errands, cuts wood, works in the garden, talks to all his patrons who call, patiently receives blame for a thousand things that never were and never can be done, gets little money, has scarce time and materials to satisfy his hunger, or to enjoy the quiet of nature's sweet restorer, sleep, and esteems himself peculiarly happy if he is not assaulted and battered by some unprincipled demagogue who loves puppet shows and hires the rabble with a treat of cider brandy to vote him into some petty office. A man who does all this and much more, not here recorded, you will know must be a rather busy animal; and as he performs the work of so many different persons, he may justly be supposed their representative, and to have an indisputable right, when speaking of himself, to use the plural number, and to say *we* on all occasions and in all places.—*Williamstown Advocate*.

#### EARLY FARM JOURNALS

The lofty purpose of the early farm journals was well expressed by John Stuart Skinner, father of American agricultural journalism. The first issue of Skinner's pioneer journal, dated April 2, 1819, carried the following:

The great aim and the chief pride of the *American Farmer* will be to collect information from every source, from every branch of husbandry, thus to enable the reader to study the various systems which experience has proved to be the best, under given circumstances.

Early Iowa farm journals adhered to this policy, limiting it only to territory served or to a particular branch of agriculture which they attempted to cover. As in the early newspapers, the names of editors and publishers on the mastheads of the early farm journals changed frequently. So did the titles of the journals themselves. Few of the

pioneer editors were practical farmers or horticulturists. Yet their journals contained advice on how to treat barn itch, grow willow fence posts, raise Italian queen bees, make rhubarb wine, cause cows to deliver their calves in the daytime, or to plant desirable varieties of fruit. Frequently the advice was reprinted from an eastern or British journal. Occasionally the editors reported successful operations of individual farmers with cost and profit figures. Colorful reports of reaper field trials made their appearance early along with etchings of farm machinery in the advertising.

#### IOWA HOMESTEAD

G. L. Seaman, in his *A History of Some Early Iowa Farm Journals*, an unpublished thesis on file in the Iowa State College Library, credits the *Iowa Homestead* as the oldest Iowa farm journal still published. The constant change of its owners, editors, and titles is typical of contemporary farm publications. Predecessor of the *Homestead* was the *Iowa Farmer and Horticulturist*, edited by James W. Grimes and J. F. Tallant and first published in Burlington in May, 1853. By 1855 the name of Milton L. Comstock had replaced that of Grimes on the masthead of the *Iowa Farmer and Horticulturist*. In co-operation with Suel Foster, a horticultural writer of Muscatine, Editor Wilson published a specific "Plan of an Agricultural School" in the issue of this journal for June, 1856. A few months later William Duane Wilson, uncle of Woodrow Wilson, replaced Tallant. By 1857 this journal was published in Muscatine under the name, the *Iowa Farmer*.

In 1858 Wilson moved the magazine to Des Moines. With each move its frequency of publication had been increased, from a monthly in Burlington to a semi-monthly in Muscatine and to a weekly in Des Moines. Mills and Company was listed as the publishers, with Wilson as editor. In 1860 Hiram Torrey became publisher and changed the name to *Pioneer Farmer*. By 1862 Torrey had sold to Mark Miller who changed the name to the *Iowa Homestead and Northwest Farmer*. Miller had joined the western movement in 1849, coming from Massachusetts to Wisconsin where he founded the *Wisconsin Farmer*. Miller is also credited with founding the *Homestead* at Racine, Wisconsin, in 1855. In 1856 he moved on to Dubuque and started the *Northwestern Farmer and Horticulturist* which he brought to Des Moines in two prairie wagons to consolidate with the *Pioneer Farmer*.

The *Dubuque Daily Times* for January 15, 1861, carries the following about this journal and its editor:

The *Northwestern Farmer* for January has been lying on our table for several days. It is replete with useful and entertaining matter. We are happy to state that

the *Farmer* has become one of the institutions of our State and its success is placed beyond a peradventure. Mr. Miller deserves all the popularity and respect in agricultural matters he receives, and more; for he has made it a life-long study to inform himself upon this one point so as to be able to place the most reliable knowledge and latest discoveries before his numerous readers. One dollar a year. Address, Mark Miller, Dubuque. P.S. Mr. Miller has just returned from Fort Des Moines where he has been to attend the Annual Election of the State Agricultural Society. He brought back with him \$200, drawn from the State treasury for our County Agricultural Society for our own County Society.

Miller announced in his first issue of the consolidated 5-column journal which he began publishing as a weekly in Des Moines: "The doings of our State and County Agricultural Societies and Farmer's Clubs all justly claim ten-fold more attention than can be given through a monthly."

Proceedings of the Iowa Legislature were reported in detail also, and legislators had copies sent to their constituents. Wives of editors of these early farm journals frequently conducted a "Ladies' Department" as did Mrs. Abby A. Miller at Dubuque.

In 1864 Miller sold the *Homestead* to Henry W. Pettit, but continued as "agricultural editor." He devoted much of his time to his farm and nursery, but was called back to manage the paper, now called the *Iowa Homestead and Western Farm Journal*, in 1886 upon the death of Pettit. The next publisher listed was Dr. G. Sprague, who had become editor in 1868.

In July, 1869, Sprague announced that William Duane Wilson had returned to his home in Des Moines to assume the editorship. Wilson had published newspapers in Philadelphia and was co-owner of the *Chicago Tribune*. He had served in the Department of Agriculture in Washington and as secretary of the Iowa Board of Agriculture, which also made him secretary of the Agricultural College in Ames in 1859.

The firm of Mills and Company is given intermittently as publishers and co-publishers from the time the journal was moved to Des Moines until 1872 when it was sold to Wilson after the latter had become involved in a controversy with the state fair committee. Ex-Lieutenant Governor B. F. Gue, of Fort Dodge, publisher of the *Iowa North West*, became a partner and managing editor for a few months, but soon sold his interest to Wilson, Dr. G. Sprague, and Frank R. Sprague.

The title, *Iowa Homestead*, and subtitle, *Western Farm Journal* or *Iowa Farm Journal*, alternated in usage from 1868 to 1880, evidently according to the whims of the changing owners. For several years the name *Homestead* disappeared entirely, but came back when B. F. Gue repurchased the journal in 1880.

The names of Seaman A. Knapp, professor of practical agriculture, and J. L. Budd, professor of horticulture at the Iowa Agricultural College, appear as associate editors in 1882.

Gue sold the *Iowa Homestead* to J. H. Duffus for \$16,000 in 1883. Henry Wallace became editor-in-chief soon thereafter. Believing that the new publisher had paid too much for the publication, Wallace set his own salary at five hundred dollars a year. When Duffus sold to James Melville Pierce and his partner, Mr. Lucas, for \$20,000 in 1885, Wallace was asked to continue as editor. He still thought the price too high and continued to work for ten dollars a week with the understanding that he have the privilege of buying stock in the publication.

Pierce and Lucas had published newspapers first in Missouri and later at Bedford and Osceola, Iowa. Wallace had studied for the Presbyterian ministry, contracted tuberculosis, and was operating a farm for his health in Madison County when he attracted the spotlight of public controversy in a Fourth of July speech in 1878. He became agricultural editor of the *Madisonian* at Winterset, then purchased the competing paper, the *Winterset Chronicle*, and built its circulation from four hundred to fourteen hundred in a short time.

With Pierce as business manager and Wallace as editor, the *Homestead* widened its influence to serve neighboring states, built circulation rapidly, and increased its income. The partnership continued to flourish for ten years until Pierce opposed Wallace's editorial criticism of advancing railroad rates and refused to permit the publication of his editorials.

#### DAIRY JOURNALS

Wallace's name disappeared from the masthead March 9, 1894, when he left for a tour of Europe. Pierce took over the editorship in addition to his position as business manager. Assisted by his son, Dante, he continued to guide the policies of the magazine until his death. Wallace soon joined his sons, Henry C. and John P., who were publishing the *Farm and Dairy* at Ames. This publication was the successor to the *Farmer and Breeder*, published in Cedar Rapids by Fred Faulkes and later edited and partly owned by N. B. Ashby, son-in-law of Henry Wallace.

The *Farmer and Breeder* had first been issued in Iowa City in 1875 as the *Iowa Farmer and Breeder* by B. F. Gue who had purchased and consolidated six other farm publications. (This is evidently the episode from which the magazine now designates its origin. i.e. Vol. 71 in 1946.) These 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 Raiser*, and the *Western Stock Journal*. The latter is distinct from the journal by the same name founded earlier by J. H. Sanders, of Sigourney, and later consolidated with the *National Live Stock Journal* in Chicago.

When Ashby was appointed to the American Consulate in Dublin he sold the *Farmer and Breeder* to Henry C. Wallace and C. F. Curtiss, both of the Iowa Agricultural College at Ames. Its name was changed to the *Farm and Dairy*.

Another dairy paper, called the *Dairy Farmer*, had been published since 1883 at Chariton by Robert Marshall, a practical dairyman, and the Temple Brothers. This was sold to the *Farm and Dairy* at Ames in 1891. John P. Wallace dropped his studies at Ames to sell advertising for the *Farm and Dairy*. He would board a train with his bicycle, disembark, and ride inland to call on stockmen.

The elder Henry Wallace purchased the Curtiss interest, agreed to serve as editor, changed the name to *Wallaces' Farm and Dairy*, and soon moved the publication to Des Moines. Later the name was changed again to *Wallaces' Farmer*.

Subsequent years witnessed an intensive struggle between the Wallace and Pierce interests to dominate the farm magazine field in Iowa, with the Meredith family entering the lists in the nineties.

The Wallace Publishing Company purchased the *Homestead* in 1929 at an evaluation of two million dollars. The depression which followed brought receivership and purchase at auction by the J. M. Pierce estate in 1935. Henry A. Wallace continued as editor and his name was carried on the masthead of the magazine even while he served in the Franklin D. Roosevelt cabinet as Secretary of Agriculture, Vice-President, and Secretary of Commerce. Dante M. Pierce became publisher again in 1935 and has continued as such to date with Donald Murphy serving as capable editor.

#### BRIEF APPEARANCES

While the *Iowa Homestead* and *Wallaces' Farmer* were waging their battle for leadership in the state's thriving industry by consolidations, by enticing new capital, and by keeping abreast editorially of a progressing science, many of their contemporaries sprang up, struggled with varying success, and faded into obscurity.

One of the earliest of these was the *Cedar Valley Farmer*, started by James L. Enos in Cedar Rapids in 1853. It survived less than two years. It may be that the *Farmers' Advocate*, said to have been pub-

lished as a monthly at Burlington prior to August 27, 1847, has a just claim to the title of Iowa's oldest farm paper, but little of its history is preserved. H. Gates is given as its editor and James Tizzard and Company as its publisher.

Other farm papers that struggled briefly and expired or were absorbed are: the *Dubuque Farmer*, 1861; *Pioneer Farmer*, Des Moines, 1861; *Western Pomologist*, published during 1870 in Des Moines by Mark Miller who conducted his own backyard experiments with fruit; *Progressive Farmer*, Cedar Rapids, 1873; the *Western Farmer and Patrons' Helper*; official organ of the Iowa Grange, Des Moines, 1874; *Western Farmer and Horticulturist*, Ainsworth, 1878; *Farm Journal and Livestock Review*, Cedar Rapids, 1879; *Advance Farmer*, 1880, by C. M. Adams; *Dairy and Farm Journal*, West Liberty, 1881; *Amerikas Hønsseavler*, started at West Branch in the early nineties by Mads Larsen as pamphlets on poultry raising printed in Danish, later blossoming briefly as a monthly magazine; the *Creamery Gazette*, Ames, 1895, by Henry C. Wallace; *Fjærkre og Biavl*, Cedar Rapids, 1894, printed in Norwegian, changed to the *Farmeren* in 1895, N. F. Hansen, publisher and John A. Jensen, a brother-in-law, editor. This publication was discontinued in 1898.

The second *Farmer and Breeder*, started in northwestern Iowa in 1895, was edited by M. L. Steele, of Ireton, and C. I. Hood, of Battle Creek, and later printed in Sioux City by the Tribune. It was eventually consolidated with the *Farmers' Tribune*.

#### PUBLISHING CENTERS

Many of the farm journals that sprang up throughout Iowa found their way eventually to Des Moines. Here they were swallowed up, discontinued, or greatly expanded. Some were absorbed by Des Moines publishers motivated by a desire to acquire the services of an editor who had built up a reader following. This migration succeeded in identifying Des Moines as both an infirmary for senile journals and as an important hub for the farm press.

Waterloo withstood the magnetic pull of the capital long enough to establish itself as the seat of dairy publishing. This was strikingly due to the early efforts and ideals of one man, Fred L. Kimball. In 1890 he established the *Creamery Journal*, which still is edited in Waterloo by E. S. Estel and is now published by the Buttermakers' Publishing Company. In 1893 Kimball added another trade publication, the *Egg Reporter*, which continued until 1926. In 1903, a year before he died, Kimball brought out the *Kimball's Dairy Farmer* "for



the man who milks the cows." After his death publication of these journals was continued by the Fred L. Kimball Company, Inc., and a fourth one was added, *Milk Magazine*. *Kimball's Dairy Farmer* under a succession of editors—Alson Secor, H. E. Colby, and H. G. van Pelt—continued to exert a strong influence toward improved breeding of dairy cattle, balanced rations, and improved pasture and forage culture. This publication enjoyed at one time the largest circulation of any dairy journal in the United States. It fostered the first cow-testing association in Iowa and the organizing of the Waterloo Dairy Cattle Congress. With the suspension of the National Dairy Show during World War II and its official discontinuance in 1946, the thirty-fourth annual Dairy Cattle Congress in 1946 became the only dairy cattle exposition of national scope in the United States. This national status came as well-earned recognition of the efficient management of the Waterloo Congress by Editor E. S. Estel.

In 1923 the *Kimball's Dairy Farmer* was purchased by E. T. Meredith, moved to Des Moines, the name changed to the *Dairy Farmer*, and Chester A. Goss was appointed editor. E. M. Harmon succeeded Goss in 1928. The *Dairy Farmer* was merged with *Successful Farming* in 1929.

Waverly established itself as a publishing center for poultry journals between the two World Wars. The Poultry Breeders' Publishing Company there issued the *Cornish Chronicle*, the *Wyandotte Herald*, the *Leghorn World*, the *Plymouth Rock Monthly*, the *Rhode Island Red Journal*, and the *Western Poultry Journal* for several years. These were either discontinued or their subscription lists were sold in 1941 to the *Poultry Tribune* after poultry interests had shifted from fancy stock to commercial stock. The name of the firm was then changed to Waverly Publishing Company. In 1946 this company was printing the *Soybean Digest* (1940—), George Strayer, Hudson, editor; the *Poland China World* (1913—), Walter J. Evans, editor; and *Your Farm* (1943—), James A. Rice, Chicago, publisher.

Much of the history of four farm journals that bore the name the *Iowa Farmer* is obscure. The earliest one was published in Muscatine and moved to Des Moines in 1858. The origin of the second one is credited to Alex Charles in Cedar Rapids in 1879. Charles already had been publishing the *Western Stock Journal and Farmer* which he and Seaman Knapp had begun at West Liberty in 1871. This *Iowa Farmer* may have been consolidated with the *Farmer and Breeder*, which B. F. Gue founded at Iowa City around 1875. Or it may have been sold to Meredith Publishing Company in Des Moines, which was buying up farm journals in the nineties.

Frank Mott in his *History of American Magazines*, however, holds that the *Iowa Farmer*, Cedar Rapids, 1878-92, was edited for some years by James Wilson, later (and for 16 years) the first Secretary of Agriculture. Mott adds, "Apparently this was the forerunner of *Wallaces' Farmer*, which furnished two more Secretaries of Agriculture."

Another *Iowa Farmer* was started in Dubuque in 1902 and later moved to Des Moines. It was edited successively by Glen F. Cook, James L. Lavin, George Gerling, (name changed to *Safe Farming* in 1918), and Fred W. Clute. Publication ceased in 1925. A fourth journal that adopted the title, *Iowa Farmer*, about the time the title was discarded in Dubuque, appears in the history of the *State Register* later in this chapter.

The *Iowa Tribune*, originated as an organ of the Greenback Party in 1878 by General James B. Weaver, Congressman E. H. Gillette, and Thomas Meredith, was changed to the *Iowa Farmers' Tribune* in 1892. Meredith gave it as a wedding gift in 1895 to his grandson, E. T. Meredith, later Secretary of Agriculture under Wilson. Meredith moved the paper from Atlantic to Des Moines. J. M. Gass served as editor. Meredith sold the paper in 1904 to a group of bankers in Sioux City. In 1905 H. G. McMillan bought it and shortened the name to the *Farmers' Tribune*. McMillan was co-publisher of the *Cedar Rapids Republican* with Cyrenus Cole. He was also a breeder of Percherons and judged them at the first International Livestock Exposition in Chicago. McMillan moved the *Farmers' Tribune* to Sioux City and bought and consolidated with it the *Farmer and Breeder*, discarding the former name in 1911. In 1921 he moved the *Farmer and Breeder* to Sioux Falls, South Dakota, and absorbed the *South Dakota Farmer*. Shortly thereafter the paper was sold to a group in Sioux Falls and was consolidated in 1929 with the *St. Paul Farmer*, St. Paul, Minnesota.

Cedar Rapids had a specialized journal in the *Western Poultry Journal*, edited and published by E. E. Richards in 1888.

The *Student's Farm Journal* was edited and published by the Agricultural and Horticultural Association of Iowa Agricultural College from September, 1884, to August, 1887.

The *Western Garden and Poultry Journal* was established in 1890 in Des Moines, with Charles N. Page as editor. It was still published in 1898, when Emerson Dupuy was listed as editor and publisher.

The *Western Iowa Farm Journal* was started in Carroll in 1891 to promote interest in farm lands. It was published later for a few years by John B. Kniest, who attempted to develop it into a legitimate farm paper.

Other journals of this period were: the *Creamery and Dairy*, Waterloo, 1891, E. C. Wilcox, editor, Ed Madigan, publisher; *Modern Farmer*, Creston, 1892; the *Western Farmer*, Dubuque, founded in 1895 by McCook and Standacher; the *Fruitman and Gardener*, launched in 1897 by Lloyd McCutcheon of Mt. Vernon (It still claimed a circulation of 40,000 at the time of World War I); *Farm Topics*, Davenport, 1899, G. H. Greene, editor; *Poultry, Bees and Fruit*, 1899, Davenport, J. J. Feeney and H. A. Skelly, editors.

The *Knoxville Educator* stimulated southeastern Iowa's interest in the Farmers' Alliance movement in the nineties, but the publication faded and expired as enthusiasm in the movement waned. It was edited by J. R. Norman, of Knoxville. *Spirit of the West* was launched by the Iowa Turf Publishing Company in Des Moines in 1890 and continued for three decades.

A short-lived *Dairy Journal* appeared at New Hampton in 1892, published by E. T. Runion and edited by R. S. McKee. H. G. Gue, son of Lieutenant Governor B. F. Gue, brought forth the *Polk County Farmer* as a monthly in 1889, but publication ceased soon after the editor was elected to the board of trustees of the Iowa Agricultural College.

*Rural Life* emerged in 1890 under the guidance and financing of Matt Parrott and Sons Company at Waterloo. Its departmental editors included Professor C. F. Curtiss in charge of horses; Professor J. L. Budd, horticulturist; E. C. Bennett of Tripoli, dairy editor; and C. L. Gabrielson, as sheep editor. By 1894 the publishers found the competition too severe and sold to J. M. Pierce, of the *Iowa Homestead*.

George H. van Houten, an influential horticulturist of Lenox, edited the *Rural Northwest*, started in Des Moines in 1883 and suspended in 1894. Van Houten was also a trustee of the Iowa Agricultural College at Ames, as well as secretary of the Iowa State Fair and a member of the general assembly.

*Western Soil Culture*, edited by H. W. Campbell in Sioux City in 1895, was launched to promote conserving soil moisture by use of a roller of some merit which Campbell had developed.

A number of other agricultural publications that flourished temporarily, some of them brought out primarily to promote the sale of farm lands, were: *Black Loam Journal*, semi-monthly, started at Arion in Crawford County in 1906 and still published in 1909; *Farm Gazette*, monthly, Des Moines, 1904, James M. Pierce, editor, audited circulation: 60,859 in 1909; *Homemaker*, monthly, (family and poultry) Des Moines, 1897, by Homestead Publishing Company, audited circulation: 80,132 in 1909.

At the close of the last century farm papers were drawing more subject matter from the Iowa Agricultural College, promoting the educational value of fairs, advocating better breeding of livestock and diversified cropping. Advertisers were demanding more circulation and forcing consolidations. Publishers were investing more capital in printing equipment and making it more costly for new journals to enter the competition. Readers were profiting from a more reliable product.

Two years before selling the *Iowa Farmers' Tribune*, E. T. Meredith started *Successful Farming* (1902) in Des Moines. This was the journal of his dreams, a regional magazine to serve all farms and farm homes. Paid advertising was not accepted until circulation had risen to one hundred thousand, high enough to establish a rate of 50 cents per agate line. Volume I, No. 1 carried a statement guaranteeing paid subscribers against fraudulent advertising. Later this guarantee promised to refund the money paid for any goods advertised in the magazine if those goods were not as represented.

Through the pages of *Successful Farming*, Meredith fostered better living on the farm, urged adoption of modern farming methods, campaigned for improved farm-to-market highways, and promoted 4-H club work by establishing a two hundred thousand dollar loan fund from which farm boys and girls could borrow money to buy livestock.

The publisher was chosen to serve as Secretary of Agriculture in President Wilson's wartime cabinet. In 1923, five years before he died, he launched *Better Homes and Gardens* "to bring to city and urban homes the better living that *Successful Farming* (now come 'of age') was advocating for the farm." The newer magazine, however, had no regional restrictions to its editorial bow. Before it had celebrated its twenty-first birthday this magazine had passed the quarter of a million mark in circulation, twice that of its regional partner.

#### BREED PUBLICATIONS

One of the oldest breed papers published in Iowa was the *Duroc Bulletin*, established in Peoria, Illinois, in 1904. It was moved to Chicago in 1913 and to Des Moines in 1920 when the name, *Live Stock Farmer*, was added to the title. M. N. Gordon was editor and James Doty was publisher. B. R. Evans became editor the following year. The *Bulletin* was consolidated with the *Duroc Journal* in 1925 in Omaha, Nebraska, and in 1930 with the *Duroc News*. The consolidated publication returned to Des Moines that year. Two rival Duroc registry associations, the American and National, were then competing.

The *Sentinel* was started in Chicago in 1925 and consolidated with the *Duroc News* in 1934. R. J. Evans edited the *Sentinel* until he died in 1930. His son, B. R. Evans, has edited three of these publications and now edits the survivor of the consolidations, *Duroc News*, at Peoria, Illinois. He also is secretary of the United Duroc Record Association. Another son, Walter J., is editor of the *Poland China World*.

Other breed journals published in Iowa include the *Poland China World* (1913-), Webster City, which absorbed the *Swine World* in 1943 and moved to Waverly in 1945; *Chester White Post* (1920-26); *Chester White World* (1919-), L. W. Drennen, editor; and *Aberdeen-Angus Journal* (1919-), Fred Hahne, editor and publisher.

#### NEWSPAPER FARM NEWS

One of the best-known early farm pages in an Iowa daily newspaper was edited by Coker F. (Father) Clarkson, who came to a Grundy County farm from Brookville, Indiana, in 1856 and soon began writing about farming in the *State Register*, published in Des Moines. A weekly edition containing Clarkson's farm page gained a wide readership and influence. After the Civil War, Clarkson and his two sons, Richard P. and James S., purchased the *State Register*. The father continued for many years to edit his farm page, drawing upon his own practical experience in advocating improved practices and in championing the farmers' cause against the Barb Wire Trust and other "predatory industrialists."

The *State Register* continued publication as a weekly for many years, adding *and Farmer* to the name and evolving into the farm-journal type of publication. In 1909 George W. Franklin was editor and the Iowa Farmer Publishing Company was owner. By World War I the name became the *Iowa Farmer*. J. W. Jarnagin was editor. In the early twenties it was consolidated by Paul R. Talbot, editor and publisher, with the *Corn Belt Farmer*. The latter was originated in Waterloo in 1912 and moved to Des Moines in 1919 by H. B. Clark, editor. Publication was continued monthly through 1942 under the title, *Iowa Farmer and Corn Belt Farmer*.

Other early journalists who made distinct contributions in their newspapers to the development of Iowa's agriculture were Peter Melendy, of the *Cedar Falls Banner* prior to the Civil War, and later on the *Cedar Rapids Gazette*; Lorenzo S. Coffin of the *Fort Dodge Chronicle*; John Scott of the *Davenport Gazette*; Andrew Failor of the *Newton Journal*; J. G. Brown of the *Marshalltown Republican*; and E. C. Bennett of the *Waverly Republican*.

A pioneer farm page in the country weekly was written by "Tama Jim" Wilson for Elmer Taylor's Traer *Star Clipper*. Taylor comments upon this partnership enterprise in his autobiography published in 1923, the fiftieth anniversary of the *Clipper*:

Mr. Wilson was an easy writer, and a gifted man in many respects. I have seen him sit at my table and write a column without a stop. It seemed to me that he did not stop to think, but the quality of his articles showed careful thought. He edited a farm department for the *Star Clipper* several years. His articles were popular, and Iowa being a purely agricultural state I conceived the idea of syndicating his page—that is, selling it to other Iowa papers. I proposed it to him, and he readily consented to the partnership, he to be the editor, I the manager. I was to do all the business of the concern, and he was to write three columns per week. I set the type in my office, shipped it to Des Moines where it was cast into plates, called stereotypes, and from there sent by express to such papers as I had secured as members of the syndicate. . . .

We charged \$100 per year in most cases for the franchise. I succeeded in working up quite a list, one time having around 70 members. Mr. Wilson got half the profits, and I half. He drew as high as \$2,000 to \$2,200 per year from his efforts in writing three columns a week, while he had been furnishing me the same amount for a fraction of that sum. The syndicate was maintained until he was called to Ames, and he could not give the business proper attention.

Other weeklies and several dailies have conducted farm pages or farm supplements somewhat spasmodically during more recent years. One of the more consistent farm pages is that of the *Cedar Rapids Gazette*. This was started as a weekly farm page by Vance McCray in 1921. It developed into a daily feature when Carroll Streeter became farm editor in 1924. Streeter left to join the *Farmer's Wife* and later became managing editor of the *Farm Journal* when the two publications were consolidated in Philadelphia. Streeter's successor, Ray Anderson, conducted one of the outstanding farm pages of the Midwest. When he left also to join the *Farm Journal* in 1944, the *Gazette* appointed Rex Conn, who had served as county agent of Linn County for nearly two decades. These editors succeeded in bringing to the farm page the kind of on-the-farm factual reporting and camera coverage that the city editor's staff has long employed in urban reporting. The *Gazette's* rural circulation and prestige responded appreciatively.

In addition to their farm pages several Iowa dailies have published monthly, quarterly, or semi-annual farm supplements, frequently in tabloid size. Some dailies have purchased and continued to publish weekly newspapers to serve the rural areas. Under such arrangement the *Mt. Pleasant News* issued the *Free Press* on Thursdays; the *Carroll Herald*, the *Times*; the *Perry Chief*, the *Advertiser and Press*; the *Newton News*, the *Jasper County Record*; and the *Creston News Advertiser*, a Wednesday rural edition. These weekly editions were

usually maintained to satisfy the demand of advertisers for rural coverage. Rural reader interest was held by inserting generous supplies of farm correspondence and by accumulating farm information stories from daily issues.

The *Waterloo Courier* employed a farm editor, Walter J. Hunt, and carried a farm page in the twenties. The *Mason City Globe Gazette* added a farm editor, Rodney Fox, in the thirties and published a monthly farm-magazine supplement with liberal use of on-the-farm pictures and reporting as well as technical information stories. Davenport papers have had their farm editors including Herb Plambeck, now WHO farm editor.

With its remarkable rural coverage the *Des Moines Register*, under the guidance of Farm Editor James Russell, has kept the Iowa farmer well informed on national, regional, and state farm policy, trends, and farm organization activities. The *Register* was first in establishing Sunday morning delivery to rural homes. In 1946 the Sunday *Register* introduced a well-illustrated farm magazine once a month and entitled it *Iowa Farm and Home Register*.

The Iowa Press Association has conducted annual contests and presented awards since 1937 for the best service to agriculture by newspapers in towns under and in towns over 2,500 population. Trophies for these contests have been provided by the Iowa State College chapter of Sigma Delta Chi, professional journalistic fraternity. Newspapers that have won the 14 awards presented are: *Toledo Chronicle*, *Iowa Falls Citizen* (twice), *Pocahontas Record Democrat* (three times), *Fayette County Union*, *Pella Chronicle* (three times), *Denison Review* (twice), *Hopkinton Leader*, *Harlan Tribune*.

Newspapers and farm journals have consistently supported and reported the activities of significant farm organizations as they emerged, flourished sometimes temporarily, and faded. The most influential of these movements were the Grange, Farmers' Alliance, Farm Institute, and Farm Bureau. It was in Iowa that the Farm Institute was first taken to the farmers when President A. S. Welch, of the Agricultural College at Ames, conducted the first Iowa institute at Cedar Falls in December, 1870.

The *Nation's Agriculture*, published in Chicago (1925-), by J. J. Lacey, editor, and the Farm Bureau as publisher, attempted to serve all of the state Federations. In 1937, however, the Iowa Bureau decided to publish its own magazine for its members under the title the *Iowa Bureau Farmer*. This was edited and managed by the Fairall Advertising Agency in Des Moines until 1945 when Clarence Wilson

of the state office took over the editorship. The magazine at that time reported a circulation of 91,000.

Several sectional Farm Bureau publications had appeared in the state earlier. These carried local news, information about Bureau activities and Extension Service releases. One of these, the *Farm Bureau Spokesman*, was edited by Don Ashby and published at Grundy Center by the Spokesman Press. Beginning in 1934, the *Spokesman* widened its scope to serve members in sixty-eight counties by publishing four regional editions weekly. Ralph Anderson took over the *Spokesman* in 1946. Subscription revenue for both the *Spokesman* and the *Bureau Farmer* came from Federation membership dues.

The *Farm Bureau World*, published by R. E. Cunningham at Shenandoah, has been serving members in about ten counties in southwestern Iowa since 1931. It is issued weekly in tabloid newspaper format with a page devoted to each county Farm Bureau. In 1945 James Henderson, publisher of the *Hog Breeder*, Peoria, Illinois, opened a western office for that magazine in Shenandoah, his boyhood home, and procured an interest in the *Farm Bureau World*, serving also as co-editor of the latter with Obe Bay.

#### EDUCATION FOR AGRICULTURAL JOURNALISM

Until after the turn of the century, agricultural publications drew their editors from country newspapers or from farmer correspondents who had shown an aptitude for writing. A group of livestock men, gathered around the fireplace in the Stock Yard Inn at the International Livestock show in 1904, voiced the need for college-trained agricultural writers. C. F. Curtiss, dean of agriculture at Iowa State, a member of this group, was ready to offer such instruction if means could be found. John Clay, head of a large livestock commission firm, proffered an annual gift to help finance the instruction.

As an outgrowth of this discussion, a group of friends and editors met on the Iowa State College campus on May 30, 1905, to formulate plans. In the fall of 1905 the first course in agricultural journalism, taught by Will H. Ogilvie, editor for the Iowa Agricultural Experiment Station, attracted a score of agricultural students. This was the first course in technical journalism offered anywhere. Journalistic education in college of any nature was just beginning to take form in two or three schools.

By 1911 eight classes were offered to two hundred students, and a course in home economics writing was added that year at the request of women students. By 1920 the courses were broadened to offer a



four-year curriculum leading to the degree of bachelor of science in agricultural journalism.

Following Ogilvie the department was directed successively by L. E. Carter (1906-08); C. V. Gregory (1908-11); F. W. Beckman (1911-27); Blair Converse (1927-38); Charles E. Rogers (1939-44); K. R. Marvin (1945-). The head of the journalism department also served as bulletin editor for the Iowa Experiment Station and Extension Service until 1944 when the duties were divided and Fred Ferguson was appointed bulletin editor. After World War I the curriculum permitted students majoring in engineering and science to elect sequences in journalism.

John Clay continued his annual contributions toward instruction in agricultural journalism until in the twenties when he endowed a research fellowship in the department with a grant of \$7,000.

The idea, conceived by Clay at the Stock Yard Inn, transplanted to the Iowa State campus by Dean Curtiss and friends in 1905, was to exert wide influence upon technical writing. Graduates became editors of the leading agricultural journals. Many acquired their own rural newspapers, livestock papers, and agricultural advertising agencies. Others found their way into radio as farm and market editors, several becoming executives of the leading networks.

During Iowa's century of progress agricultural journalism has evolved through a number of fairly distinct periods. Early writers were printers who "hand-set" their *advice* to farmers at the type cases. Occasionally this advice was based upon their own practical farm experience. Frequently it was purely hearsay.

Toward the close of the last century more writers were drawn from the farm. Information was more reliable but still based upon limited experimentation. Factual reporting of the practices of successful farmers was mainly a Twentieth Century development. Since World War I, federal and state experimentation and research have become the source of more and more how-to-do copy. By World War II the federal government was spending in co-operation with the states forty million dollars a year on agricultural research and about a million dollars a year in preparing and distributing resultant information. The value of that investment in research to taxpayers and to society has expanded greatly through the reliable reporting of the farm press.

Studies of the Information Service of the United States Department of Agriculture indicate that the news story is the cheapest and most efficient method of influencing farm and home practices:

"The cost of influencing the adoption of practices through news

stories was 50 per cent less than that of any other agency," states *Technical Bulletin* 106.

"In a study of 8,700 farms in twelve states, news stories (farmers said) were responsible in 10 per cent of the instances in which they adopted new practices, bulletins in 7 per cent." *Agricultural Extension System* by Smith and Wilson.

"News service took 4.6 per cent of expenditures, was responsible for 12.8 per cent of changed practices, brought 2.8 times the average returns per dollar of expenditure. Bulletins took 6.2 per cent of expenditures, brought 8.6 per cent of changed practices, or 1.4 times the average return." *op. cit.*

#### STATE PUBLICATIONS

To aid and supplement this distribution of useful information for farm and home, the publishing activities of the Iowa Experiment Station and Extension Service have kept pace with the progress of the farm press.

Biennial reports of the Iowa Agricultural College carried results of experimentation as early as 1875. A catalogue of Phaenogamous plants was issued by Joseph C. Arthur in 1876. A catalogue of the Orthoptera of Iowa by Charles E. Bessey appeared the same year and the same author issued a publication two years later on the seventeen-year cicada, brood of 1878. A modest special series of bulletins was published by the Iowa Agricultural College from 1883 to 1888.

The first publication of the Experiment Station appeared in May, 1888, a year after the enactment of the Hatch Act which founded the stations. This Bulletin No. 1 contained a brief article by Professor A. A. Crozier on the use of hybridizing in obtaining desirable characteristics of plants.

This regular series of bulletins of the Station was continued until September, 1939, then consolidated into a joint series with popular bulletins of the Extension Service. In June, 1911, the Station established the Research Series of bulletins, dealing with technical subjects and written primarily for scientists. That series has continued since.

Publications of the Extension Service (known in the beginning as the Extension Department of Iowa State College) began in October, 1907, about a year after the federal government made its first appropriation for extension teaching. Its second bulletin was entitled "Healthful Homes."

The two branches of Iowa State College, separately and jointly, had issued 1,971 publications prior to 1946. In addition to a joint

popular series of bulletins, two periodicals were established, the *Iowa Farm Economist* (quarterly 1935-40, and then monthly) and the *Farm Science Reporter* (as a quarterly since 1940). These two magazines were combined in July, 1946, and issued monthly as the *Iowa Farm Science*. The *4-H Leader*, a monthly magazine for leaders of the organization, was first printed in 1942. *Better Iowa*, a two-page printed clip sheet of farm and farm home information stories, has gone weekly to all weekly newspapers in the state since 1914.

Information publications of Iowa State College now number more than a million copies each year and reach into practically every farm home of Iowa as well as into homes in towns, cities, and outside the state. The larger and more costly publications are distributed free, but only upon request.

Throughout Iowa's history her agricultural journalists have, in the words of Cyrenus Cole, "... week by week, preached the gospel of new farming, farming by diversification and with improved livestock. Their followers multiplied."

Their profession also has contributed secretaries of agriculture through half the years since the office was established in 1889: James Wilson under McKinley, T. Roosevelt, and Taft; E. T. Meredith under Wilson; Henry C. Wallace under Harding; and Henry A. Wallace under F. D. Roosevelt. In addition, the last named editor has, of course, served the nation as vice-president and as secretary of commerce.

TABLE 13  
IOWA FARM PUBLICATIONS, 1846-1946

| Journal  | Location          | Years<br>Published * | Frequency | Estimated<br>Maximum<br>Circulation | Editors and/or Publishers  |
|--|-------------------|----------------------|-----------|-------------------------------------|--|
| Aberdeen-Angus Journal   | Webster City      | 1919-                | Mo.       | 11,000                              | Fred Hahne, American Aberdeen-Angus<br>Breeders Assoc.             |
| Advance Farmer   | .....             | 1880                 | .....     | .....                               | C. M. Adams  |
| Agricultural Education   | Des Moines        | 1928-                | Mo.       | 7,000                               | W. F. Stewart, Agricultural Section of<br>American Vocation Assoc. |
| Amerikas Honseavler  | West Branch       | 1891-92              | Mo.       | .....                               | Mads Larsen  |
| Better Homes and Gardens   | Des Moines        | 1923-                | Mo.       | 2,380,031                           | Frank McDonough, Meredith Publishing<br>Co.                        |
| Black Loam Journal   | Arion             | 1906                 | S.-Mo.    | .....                               | .....  |
| Cedar Valley Farmer  | Cedar Rapids      | 1853-55              | Mo.       | .....                               | James L. Enos  |
| Cerro Gordo County Farmers' Institute                                      | Mason City        | 1890                 | Mo.       | .....                               | L. L. Klinefelter  |
| Chester White Post   | Des Moines        | 1920-26              | Mo.       | .....                               | Chester White Post   |
| Chester White World  | Des Moines        | 1919-                | 9 ti. yr. | 7,500                               | L. W. Drennen; Chester White World<br>Co., Ted F. Jones            |
| Cornish Chronicle  | Waverly           | .....                | .....     | .....                               | .....  |
| Creamery Gazette (first published in con-<br>junction with Farm and Dairy) | Ames              | 1895                 | S.-Mo.    | .....                               | Henry C. Wallace   |
| Creamery Journal   | Waterloo          | 1890                 | Mo.       | 5,000                               | E. S. Estel; Buttermakers Pub. Co., Inc.,<br>W. A. Gordon          |
| Dairy and Farm Journal   | West Liberty      | 1881                 | Mo.       | .....                               | James Morgan; J. Maxon and Co.                                     |
| Dairy Journal  | New Hampton       | 1892                 | .....     | .....                               | R. S. McKee; E. T. Runion  |
| Dallas County Farm Bureau Messenger  | Adel              | 1918-39              | Wkly.     | 1,100                               | D. E. Fish   |
| Dubuque Farmer   | †Perry<br>Dubuque | Prior to<br>1861     | .....     | .....                               | .....  |

\* Years Published indicates starting publication date and termination date, if known. Journals still being published are indicated with a dash after the starting date.

† Indentation of city indicates moving of journal to city not indented.

‡ Indentation of journal name indicates it was absorbed by the publication not indented.

§ Title in parentheses designates a variant name for the same magazine.

TABLE 13—continued

| Journal                                 | Location       | Years<br>Published * | Frequency              | Estimated<br>Maximum<br>Circulation | Editors and/or Publishers                             |
|---|----------------|----------------------|------------------------|-------------------------------------|---|
| Duroc News                              | Peoria, Ill.   | 1904—                | .....                  | 7,000                               | B. R. Evans, R. J. Evans, M. N. Gordon,<br>James Doty |
| †Sentinel                               | †Des Moines,   |                      |                        |                                     |   |
| Duroc Journal                           | Chicago,       |                      |                        |                                     |   |
| §Duroc Bulletin (and Live Stock Farmer) | Omaha          |                      |                        |                                     |   |
| Egg Reporter                            | Waterloo       | 1893–1926            | Mo.<br>& S.-Mo.<br>Mo. | 4,700                               | E. R. Shoemaker; Fred L. Kimball Co.,<br>Inc.         |
| Farm and Real Estate Journal            | Mt. Vernon     | 1896–1931            |                        | 9,000                               | Charles Wood and Son                                  |
|   | †Traer         |                      |                        |                                     |   |
| Farm Boys and Girls Leader and Club     |                |                      |                        |                                     |   |
| Achievements                            | Des Moines     | 1919–23              | Mo.                    | .....                               | E. N. Hopkins; E. T. Meredith                         |
| Farm Bureau Advocate                    | Iowa City      | 1920–27              | S.-Mo.                 | 12,749                              | Johnson County Farm Bureau                            |
| Farm Bureau Advocate                    | Randolph       | 1930–42              | Wkly.                  | 3,600                               | William Zentz; Enterprise Pub. Co.                    |
| Farm Bureau Bulletin                    | Oakland        | 1926–33              | Wkly.                  | 5,680                               | E. P. Harrison; Harrison Printing Co.                 |
| Farm Bureau Courier                     | Reinbeck       | 1924–36              | Wkly.                  | 3,670                               | Thomas J. Emmett; Leroy A. Moser,<br>Courier Pub. Co. |
| Farm Bureau Review                      | Ogden          | 1932–35              | S.-Mo.                 | 2,000                               | Stanley Heggen; Ogden Reporter                        |
| Farm Bureau Spokesman                   | Grundy Center  | 1934—                | Wkly.                  | 54,422                              | Ralph Anderson; Spokesman Press                       |
| Farm Bureau World                       | Shenandoah     | .....                | Wkly.                  | .....                               | James Henderson, Obe Bay, R. E. Cun-<br>ningham       |
| Farm Gazette                            | Des Moines     | 1904                 | Mo.                    | 60,859                              | James M. Pierce                                       |
| Farm Gist                               | Davenport      | 1925–34              | Mo.                    | 9,900                               | R. B. Murray; Farm Gist Pub. Co.                      |
| Farm Journal and Livestock Review       | Cedar Rapids   | 1879                 | Mo.                    | .....                               | Journal Pub. Co.                                      |
| Farm Sense                              | Des Moines     | 1910                 | .....                  | .....                               | .....   |
| Farm Topics                             | Davenport      | 1899                 | Mo.                    | .....                               | G. H. Greene; Topics Pub. Co.                         |
| Farmeren (§Fjaerkre og Biavl)           | Cedar Rapids   | 1894–98              | .....                  | .....                               | John A. Jensen; N. F. Hansen                          |
| Farmer-Labor Press                      | Council Bluffs | 1927–38              | Wkly.                  | 3,261                               | Soren M. Nelson; Farmer-Labor Press                   |
| Farmers' Advocate                       | Burlington     | Prior to<br>1847     | Mo.                    | .....                               | H. Gates; James Tizzard and Co.                       |
| Farmers' Exponent                       | Smithland      | 1889–90              | .....                  | .....                               | Jenness and Hill                                      |
| 4-H Leader                              | Ames           | 1942—                | Mo.                    | .....                               | A. P. Parsons; Iowa State College                     |
| Fruit, Garden and Home                  | Des Moines     | 1922–23              | Mo.                    | .....                               | C. C. Sherlock; E. T. Meredith                        |
| Fruitman and Gardener                   | Mt. Vernon     | 1897                 | .....                  | 40,000                              | Lloyd McCutcheon                                      |

TABLE 13—*continued*

| Journal  | Location                | Years<br>Published * | Frequency | Estimated<br>Maximum<br>Circulation | Editors and/or Publishers   |
|--|-------------------------|----------------------|-----------|-------------------------------------|---|
| Golden Egg   | Des Moines              | 1911                 | .....     | .....                               | .....   |
| Harrison's Home Farmer   | Oakland                 | 1920-40              | Wkly.     | 5,640                               | E. P. Harrison  |
| Home Journal   | Davenport               | 1880                 | .....     | .....                               | .....   |
| Homemaker  | Des Moines              | 1897                 | Mo.       | 80,132                              | Homestead Pub. Co.  |
| Interstate Farmer  | Sioux City              | 1922-40              | S.-Mo.    | 475                                 | Edward Gable and J. G. Carpenter,<br>Woodbury County Farm Bureau  |
| Iowa Agriculturist   | Ames                    | 1901-                | Mo.       | 2,500                               | Students of Div. of Ag., Iowa State Coll.   |
| Iowa Bureau Farmer   | Des Moines              | 1937-                | .....     | 91,000                              | Clarence Wilson, Fairall Advertising<br>Agency, C. R. Dudley; Iowa Farm<br>Bureau Federation  |
| Iowa Farm and Home Register                                      | Des Moines              | 1946-                | Mo.       | .....                               | Des Moines Sunday Register  |
| Iowa Farm Science  | Ames                    | 1935-                | Mo.       | 26,000                              | Fred E. Ferguson, Iowa State College,<br>Lauren Soth  |
| †Iowa Farm Economist   |                         |                      |           |                                     |   |
| †Farm Science Reporter   |                         |                      |           |                                     |   |
| Iowa Farmer (§State Register and Farmer)<br>and Corn Belt Farmer | Des Moines<br>†Waterloo | 1856-1943            | Mo.       | 253,264                             | H. B. Clark, Paul R. Talbot, J. W. Jarnagin,<br>George W. Franklin; Iowa Farmer<br>Pub. Co., C. F. Clarkson, R. P. and<br>J. S. Clarkson      |
| Iowa Future Farmer   | Ames                    | 1929-                | .....     | .....                               | Agricultural Education Club and State<br>Board for Vocational Education   |
| Iowa State Poultry Journal                                       | Delta<br>†Grimes        | 1916-22              | Mo.       | 9,000                               | G. R. Osborn  |
| Iowa Union Farmer  | Columbus Junction       | 1918-                | S.-Mo.    | 8,500                               | Ed Roelofs; B. H. Shearer, Page Hawthorne,<br>A. J. Johnson; Iowa Farmers Union   |
| Iowa Wool News   | Grundy Center           | 1940-                | Mo.       | 6,379                               | Charles Sexton; Don Ashby   |
| Johnson County Farm Bureau Exchange                              | Oxford                  | 1930-41              | Mo.       | 500<br>free 3,600                   | R. N. Spencer   |
| Johnson County Farmer  | Oxford                  | 1934-                | Mo.       | free 4,000                          | M. E. Baker   |
| Knoxville Educator   | Knoxville               | 1890's               | .....     | .....                               | J. R. Norman  |
| Leghorn World  | Waverly                 | 1916-41              | Mo.       | 46,711                              | Emil G. Glaser; Waverly Pub. Co., H. V.<br>Tormohlen, O. R. Ernst, A. G. Studier;<br>Poultry Publications, Inc., Poultry<br>Breeders Pub. Co. |

TABLE 13—*continued*

| Journal   | Location       | Years<br>Published * | Frequency | Estimated<br>Maximum<br>Circulation | Editors and/or Publishers   |
|---|----------------|----------------------|-----------|-------------------------------------|---|
| Live Stock Record   | Sioux City     | 1901-37              | Daily     | 8,000                               | Y. A. Hartman; Record Pub. Co.  |
| Live Stock Truth  | Ottumwa        | 1915-18              | .....     | .....                               | .....   |
| Milk Magazine   | Waterloo       | 1913-25              | Mo.       | 6,093                               | Fred L. Kimball Co., Inc.   |
| ‡Milk Trade Journal   | .....          | .....                | .....     | .....                               | .....   |
| Milking Shorthorn Journal   | Independence   | 1919-42              | Mo.       | 10,000                              | Roy A. Cook; Milking Shorthorn Soc.   |
| Modern Agriculture  | Waterloo       | 1929-38              | Mo.       | 75,000<br>free 435,000              | Charles R. Hutcheson, Agriculture Pub.<br>Co., Inc.   |
| Modern Farmer   | Creston        | 1892                 | S.-Mo.    | .....                               | Farmer Publishing Co.   |
| National Horticulturist   | Council Bluffs | 1909                 | .....     | .....                               | .....   |
| National Live Stock Journal   | Chicago, Ill.  | .....                | .....     | .....                               | .....   |
| ‡Western Stock Journal  | ‡Sigourney     | .....                | .....     | .....                               | .....   |
| Page County Farm Bureau Exchange  | Clarinda       | 1919-26              | Mo.       | 1,250                               | Page County Farm Bureau   |
| Pioneer Farmer  | Des Moines     | Prior to<br>1861     | Wkly.     | .....                               | .....   |
| Plymouth Rock Monthly   | Waverly        | 1924-41              | Mo.       | 36,338                              | Emil G. Glaser; Waverly Pub. Co., O. R.<br>Ernst, A. G. Studier; Poultry Pub. Inc.,<br>Frank Gruber, Poultry Breeders Pub.<br>Co.                 |
| Poland China World  | Waverly        | 1913-                | Mo.       | 4,373                               | Walter R. Evans, Fred Hahne, W. C.<br>Williams, W. V. Gousseff; Swine World<br>Pub. Co., Inc., Boyd Morgan, Merritt<br>S. McFadden; James J. Doty |
| ‡Swine World  | ‡Webster City  | .....                | .....     | .....                               | .....   |
| Polk County Farmer  | .....          | 1889                 | Mo.       | .....                               | H. G. Gue; Northwest Co.  |
| Posten (§Posten og Ved Arnen)   | Decorah        | 1874-                | Wkly.     | 43,579                              | Kristian Prestgard; Anundsen Pub. Co.   |
| Poultry, Bees and Fruit   | Davenport      | 1899                 | .....     | .....                               | J. J. Feeney, H. A. Skelly  |
| Poultry Post  | Elkader        | 1908                 | .....     | .....                               | .....   |
| Producer and Consumer   | Des Moines     | 1910-31              | Mo.       | .....                               | William Wilkinson   |
| Producer. For the Farm, Garden, Work-<br>shop, Business, Live Stock, and House-<br>hold                       | Ames           | 1876-77              | .....     | .....                               | Iowa Agricultural College   |
| Profitable Breeding and Farming   | Nevada         | 1911                 | .....     | .....                               | .....   |
| Progressive Farmer; A Journal of Me-<br>chanic Arts, Practical Agriculture, Hor-<br>ticulture, and Literature | Cedar Rapids   | 1873-76              | Mo.       | .....                               | E. R. Bradford, Progressive Farmer Pub.<br>Co.  |

TABLE 13—*continued*

| Journal  | Location                | Years<br>Published * | Frequency  | Estimated<br>Maximum<br>Circulation | Editors and/or Publishers  |
|--|-------------------------|----------------------|------------|-------------------------------------|--|
| Progressive Union Farmer<br>Rhode Island Red Journal   | Sioux Center<br>Waverly | 1932-39<br>1911-41   | Mo.<br>Mo. | 2,250<br>44,918                     | Carl Wilkin; Sioux Center News<br>O. R. Ernst; Waverly Pub. Co., Emil G.<br>Glaser, A. G. Studier, Poultry Pub.,<br>Inc., Poultry Breeders Pub. Co.  |
| Rural Northwest  | Des Moines              | 1883-94              | Mo.        | .....                               | George H. van Houten; Rural North-<br>west Co.   |
| Safe Farming (§Iowa Farmer)  | Des Moines<br>†Dubuque  | 1902-25              | Mo.        | .....                               | Fred W. Clute, George Gerling, James L.<br>Lavin, Glen F. Cook   |
| Small Stock Magazine<br>†Pet Stock Journal   | Lamoni                  | 1916-                | Mo.        | 18,500                              | L. G. Blair; Small Stock Magazine, W. H.<br>Blair  |
| Soybean Digest   | Hudson                  | 1940-                | Mo.        | 5,712                               | Geo. M. Strayer; American Soybean<br>Assoc.  |
| Spirit of the West<br>St. Paul Farmer (Minn.)<br>[26] †Farmer and Breeder of Iowa consoli-<br>dated with South Dakota Farmer at<br>Sioux Falls, S. Dak.<br>†Farmers' Tribune (§Iowa Farmers'<br>Tribune) (§Iowa Tribune) | Des Moines              | 1890-1920            | .....      | .....                               | Iowa Turf Pub. Co.   |
| Students' Farm Journal   | Ames                    | 1884-87              | Mo.        | .....                               | Agricultural and Horticultural Assoc. of<br>Iowa Agricultural College  |
| Successful Farming<br>†Dairy Farmer (§Kimball's)   | Des Moines<br>†Waterloo | 1902-                | Mo.        | 1,242,964                           | Kirk Fox; Meredith Pub. Co., A. H.<br>Snyder, Alson Secor, Successful Farm-<br>ing Pub. Co., E. M. Harmon; E. T.<br>Meredith, C. A. Goss, Hugh G. van<br>Pelt; Fred L. Kimball Co., Inc., Alson<br>Secor, H. E. Colby, Fred L. Kimball,<br>E. R. Shoemaker |
| Union Advocate   | Sioux City              | 1895-40              | Wkly.      | 4,250                               | W. H. Bastian; Union Advocate Pub.<br>Co., Inc.  |
| Unionist and Public Forum  | Sioux City              | 1927-                | Wkly.      | 3,500                               | Wallace M. Short; Unionist and Public<br>Forum   |
| Wallaces' Farmer<br>(§and Iowa Homestead)  | Des Moines              | 1853-                | S.-Mo.     | 274,394                             | Wallace Pub. Co., J. M. Pierce Corp.   |



TABLE 13—*continued*

| Journal   | Location      | Years<br>Published * | Frequency | Estimated<br>Maximum<br>Circulation | Editors and/or Publishers                                     |
|---|---------------|----------------------|-----------|-------------------------------------|---|
| † Journals that were consolidated to form<br>Wallaces' Farmer were: Wallaces' Farm<br>and Dairy (§Farm and Dairy) (§Farm-<br>er and Dairy Breeder) (§Iowa Farmer<br>and Breeder), Dairy Farmer, Iowa<br>Farmer and Stockman, Western Stock<br>Raiser, Farm Journal and Live Stock<br>Review, Western Stock Journal, Iowa<br>Stockman and Farmer, Northwestern<br>Stock, Field and Farm (see text for fur-<br>ther information about these journals) |               |                      |           |                                     |   |
| † Journals that were consolidated to form<br>Iowa Homestead: Iowa Homestead and<br>Western Farm Journal or Iowa Farm<br>Journal (Northwestern §Farmer and<br>Horticulturist) Northwestern Farmer<br>and Iowa Homestead (§Pioneer Farm-<br>er) (§Iowa Farmer) (§Iowa Farmer<br>Extra) (§Iowa Farmer and Horticul-<br>turist) Rural Life  |               |                      |           |                                     |   |
| Warren County Farm Bureau Exchange  | Indianola     | 1920-23              | Mo.       | .....                               | Fred L. Overley; Warren County Farm<br>Bureau Assoc.          |
| Webster County Farmer   | Lehigh        | 1928-34              | Wkly.     | 1,000                               | Kent L. and Marie S. Pellett                                  |
| Western Farmer  | Dubuque       | 1895                 | .....     | .....                               | McCook and Standacher   |
| Western Farmer and Horticulturist   | Ainsworth     | 1878                 | Mo.       | 5,616                               | J. H. Pearson   |
| Western Farmer and Patrons' Helper  | Des Moines    | 1874                 | .....     | 2,880                               | George W. Jones; Jones and Thompson                           |
| Western Farmer and Stockman   | Sioux City    | 1887                 | Mo.       | .....                               | W. S. Preston; Western Farmer Pub. Co.                        |
| Western Garden and Poultry Journal<br>(†Poultry Farmer may have been start<br>of this journal)  | Des Moines    | 1890                 | Mo.       | .....                               | Emerson Depuy, Chas. N. Page; Wester-<br>ern Garden Pub. Co.  |
| Western Iowa Farm Journal   | Carroll       | 1891                 | .....     | .....                               | John B. Kniest, Bowman and Kelly                              |
| Western Pomologist  | Des Moines    | 1870-71              | .....     | .....                               | J. Stoyman, Mark Miller                                       |
| Western Poultry Journal   | Waverly       | 1888-1924            | Mo.       | 30,000                              | A. G. Studier; Poultry Breeders Pub. Co.,<br>Richards, Carver |
|   | †Cedar Rapids |                      |           |                                     |   |
| Western Soil Culture  | Sioux City    | 1895                 | .....     | .....                               | H. W. Campbell  |
| Wyandotte Herald  | Waverly       | 1919-29              | Mo.       | 23,000                              | Poultry Breeders Pub. Co.                                     |