

THE TERRITORIAL CENTENNIAL OF IOWA

On June 12, 1838, President Martin Van Buren signed the bill whereby the Territory of Iowa was born on July 4, 1838. This sprawling wilderness contained nearly 200,000 square miles — an area larger than that of any State in the Union today except Texas. It was bounded on the east by the Mississippi River and on the west by the muddy Missouri. The pine-clad forests of Canada hemmed its northern outskirts while the northern boundary of the State of Missouri formed its southern limits. Only about 10,850 square miles of the Territory were open for settlement in 1838. This tract, in the southeast corner of the Territory, had been divided into twenty-one counties which boasted a population of 22,819 in 1838. The remainder of the country was still the Indians' hunting ground.¹

A century later, in 1938, the State of Iowa embraced 56,147 square miles and contained a population of two and one-half million people in its 99 counties. The changes that one hundred years had brought were amazing. The city of Des Moines alone contained seven times as many people in 1938 as were counted in the whole Territory in 1838. Then a 160-acre farm could be staked out and purchased for \$1.25 an acre: a century later the average value of land in Iowa was around \$88 an acre. In 1838 a log cabin could be raised in the Black Hawk Purchase at virtually no cost save the labor of the pioneer and his neighbors. In 1930 the average farm dwelling in Davis County cost \$1676 while that in Scott County cost \$3266. In 1840

¹ Petersen's *The Birthday of the Territory in The Palimpsest*, Vol. XIX, pp. 241-250; Petersen's *The Geography of Iowa Territory in The Palimpsest*, Vol. XIX, pp. 264-274.

the value of poultry of all kinds was \$16,529. In 1936 Iowa poultry was worth \$26,841,522 while eggs added \$40,205,502 more to the total value of farm products which amounted to \$537,105,540. In 1838 people thought in terms of the covered wagon, the stagecoach, and the steamboat. In 1938 they were thinking in terms of radio, television, talking pictures, streamlined automobiles, railroads, and airplanes. Four breathless generations had seen more changes in a century than mankind had witnessed in two thousand years of history. Iowans were beginning to think that it was time to take inventory of the past achievements of the State: the centennial anniversary of the establishment of the Territory of Iowa seemed to provide just the right opportunity.²

In the observance of any public anniversary there are at least two approaches. One is that of the historian; the other that of the promoter. The Territorial Centennial of Iowa had been in the mind of the State Historical Society of Iowa as early as 1930 when the entire twelve issues of *The Palimpsest* were devoted to the general theme "Iowa and the Nation". In January of that same year the Society published William J. Petersen's *Some Beginnings in Iowa*, an article in THE IOWA JOURNAL OF HISTORY AND POLITICS which stressed the period up to 1838. *The First Hundred Years*, an article by Ruth A. Gallaher, appeared in THE JOURNAL for October, 1933.

Since 1932 each Iowa History Week celebration has stressed some centennial: in 1932 the central theme was devoted to the Black Hawk Purchase; in 1933 to the permanent settlement of Iowa; in 1934 to the attachment of Iowa to the Territory of Michigan; in 1935 to the Dragoon expedition up the Des Moines Valley; and in 1936 to the establishment of the Territory of Wisconsin. The year

² Petersen's *In the Fields* in *The Palimpsest*, Vol. XIX, pp. 275-285.

1937 was not distinguished for any one outstanding event so Iowa History Week and *The Palimpsest* simply featured such incidents as the founding of the first bank in Iowa, the first land surveys, and the second Black Hawk Purchase. During this same period the Society published such useful volumes as Black Hawk's *Autobiography*, Shambaugh's *History of the Iowa Constitutions*, and Albert M. Lea's *Notes on Wisconsin Territory*. Thus, a wealth of material had already been made accessible to Iowans when the Centennial of the Territory of Iowa arrived in 1938.

THE IOWA CENTENNIAL COMMITTEE

The genesis of the idea of popular celebrations of the Territorial Centennial may be traced to "The Believers in Iowa", an organization formed in 1934 to sell Iowa on the idea that business was better than the psychology of the people. Although the observance of the Centennial of the Territory of Iowa probably had been in the minds of many Iowans, the honor of initiating a Statewide observance has been credited to W. Earl Hall, editor of the *Mason City Globe-Gazette*. Hall invited about sixty prominent Iowans to meet at the Hotel Fort Des Moines on February 13, 1937, for the consideration of a Centennial observance. After an exchange of views by those present it was decided to attempt to secure legislative action to sponsor such a celebration.³

Following this suggestion, Senator Earl Dean of Cerro Gordo County introduced Senate Concurrent Resolution No. 13 authorizing the Governor "to appoint a statewide, non-salaried committee of at least twenty-five persons to be known as the Iowa Centennial Committee, which shall

³ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, p. 3. The abstract of minutes of the Iowa Centennial Committee, together with other data, has been deposited in the archives of the Historical, Memorial and Art Department at Des Moines.

be charged with planning and promoting of statewide, regional and local observances in 1938 of the one hundredth anniversary of the Iowa territory". The Iowa legislator believed, first of all, that a Centennial observance would secure "nationwide publicity" for Iowa. It was also felt that it would "impress our citizens and prospective citizens" with the growth and progress of the Hawkeye State, thereby making them more "Iowa conscious" and thus "selling Iowa to Iowans". Finally, centennial celebrations would cause Iowans "to travel over the state to see what Iowa has to offer", giving cities and towns the opportunity to "build celebrations to attract visitors and to promote business".

The authors of the resolution believed such a program could be achieved in a number of ways: by promoting historical celebrations throughout Iowa; by marking historic sites; by publishing books and maps on Iowa history; by developing a special course of study on Iowa history for the schools; by publishing centennial newspaper editions; by urging various nationalities to portray their rôles in the development of Iowa; by adopting the slogan "See Iowa this year"; by listing Iowa's contributions to science, invention, literature, music, art, industry, exploration, education, and statesmanship; by requesting the State Fair and county and regional fairs to build their 1938 programs around the centennial theme; by staging pageants and plays, historical essay contests, family reunions, and religious observances featuring Iowa history.

Having outlined a program that might have caused the Century of Progress committee in Chicago some anxious moments, the General Assembly resolved that "state and local organizations and institutions (such as local historical societies, old settlers associations, Daughters of the American Revolution, American Legion, women's clubs, Parent-

Teacher Associations, chambers of commerce, county fair associations, schools and colleges, lodges and service clubs and others) be requested to cooperate with the Iowa Centennial Committee". The State Historical Society of Iowa and other agencies were also "requested to cooperate with the Iowa Centennial Committee and with all state and local organizations and institutions contemplating the celebration of centennial anniversaries." This resolution was adopted by the Senate on March 9, 1937, and by the House on April 20th, but no appropriation was included.⁴

On May 29, 1937, Governor Nelson G. Kraschel appointed J. R. Bahne, publisher of *The Eldora Herald-Ledger*, as chairman of the Iowa Centennial Committee. At the same time he issued his first commissions to members of the committee, a number which gradually grew to 122. Included in the roster were mayors of cities of more than 17,000 population, executives of Statewide organizations of a civic nature, newspaper publishers and editors, educators, religious leaders, and prominent representatives of agriculture, industry, business, and the professions. The geographic distribution of this Iowa Centennial Committee was widespread, its members being chosen from fifty-five counties and all nine congressional districts. Such a distribution it was hoped would insure a uniform interest and activity throughout the State. As finally constituted the Centennial Committee had the following personnel⁵:

FIRST CONGRESSIONAL DISTRICT

<i>Name</i>	<i>Town</i>	<i>County</i>
Mrs. Katharine Baker	Wapello	Louisa

⁴ *Journal of the Senate*, 1937, pp. 442-443. The resolution was printed in THE IOWA JOURNAL OF HISTORY AND POLITICS, Vol. XXXV, pp. 339-341. See also the *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, Appendix A.

⁵ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, Appendix B; *Chariton Leader*, March 15, 1938.

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<i>Name</i>	<i>Town</i>	<i>County</i>
A. L. Biklen	Burlington	Des Moines
Dale E. Carrell	Keokuk	Lee
Max A. Conrad	Burlington	Des Moines
Joe R. Frailey	Fort Madison	Lee
Thomas Green	Burlington	Des Moines
Rev. H. DeWitt Henry	Mount Pleasant	Henry
R. B. Loudon	Fairfield	Jefferson
S. W. Mitchell	Fort Madison	Lee
Louis Pelzer	Iowa City	Johnson
R. H. Plock (Chairman)	Burlington	Des Moines
C. R. Rabedeaux	Muscatine	Muscatine
Benj. F. Shambaugh	Iowa City	Johnson
B. H. Shearer	Columbus Junction	Louisa

SECOND CONGRESSIONAL DISTRICT

C. R. Byland	Bellevue	Jackson
C. J. Cash, Jr.	Anamosa	Jones
John K. Chalmers	Dubuque	Dubuque
Rt. Rev. Msgr. Thos. Conry	Dubuque	Dubuque
W. C. Eastland	Clinton	Clinton
Mrs. Clyde L. Ellsworth	Dubuque	Dubuque
Frank Hahn	Cedar Rapids	Linn
Howard Hall	Cedar Rapids	Linn
Hugh Harrison	Davenport	Scott
R. N. Howes	Clinton	Clinton
L. H. Lowry	Anamosa	Jones
Royal Holbrook	Cedar Rapids	Linn
B. J. Palmer	Davenport	Scott
John Ryder	Dubuque	Dubuque
L. J. Schuster (Chairman)	Clinton	Clinton
Laurence C. Smith	Dyersville	Dubuque
Merle F. Wells	Davenport	Scott

THIRD CONGRESSIONAL DISTRICT

J. R. Bahne (General Chairman)		
	Eldora	Hardin
Ward Barnes	Eagle Grove	Wright
G. W. Darling	Marshalltown	Marshall

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<i>Name</i>	<i>Town</i>	<i>County</i>
Eugene T. Flaherty	Cedar Falls	Black Hawk
A. B. Kline (Chairman)	Vinton	Benton
A. B. Mahnke	Greene	Butler
Dwight Purcell	Hampton	Franklin
C. M. Richards	Toledo	Tama
Ralph B. Slippy	Waterloo	Black Hawk
J. Vanderwicken	Grundy Center	Grundy

FOURTH CONGRESSIONAL DISTRICT

Leo A. Davey	Mason City	Cerro Gordo
Rev. W. A. Dostal	Fort Atkinson	Winneshiek
E. J. Feuling	New Hampton	Chickasaw
M. X. Geske	McGregor	Clayton
W. Earl Hall (Chairman)	Mason City	Cerro Gordo
Fred W. Hermann	Manchester	Delaware
W. J. Klingbeil	Postville	Allamakee
George F. Mead	Cresco	Howard
Lester Milligan	Mason City	Cerro Gordo
E. K. Pitman	Northwood	Worth
Thomas B. Powell	West Union	Fayette
Mrs. Lillian Schulte	Elkader	Clayton

FIFTH CONGRESSIONAL DISTRICT

T. Henry Foster	Ottumwa	Wapello
C. A. Hill	Ottumwa	Wapello
Karl. M. LeCompte	Corydon	Wayne
Fred Maytag II (Chairman)	Newton	Jasper
J. R. Rhodes	Newton	Jasper
Charles P. Starrett	Newton	Jasper
John K. Valentine	Centerville	Appanoose
E. J. Van Nostrand	Newton	Jasper

SIXTH CONGRESSIONAL DISTRICT

Archie A. Alexander	Des Moines	Polk
Joe H. Allen	Des Moines	Polk
Phil S. Billings	Des Moines	Polk
Grant L. Caswell	Ames	Story
Albert Couch	Des Moines	Polk

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<i>Name</i>	<i>Town</i>	<i>County</i>
D. W. Crum	Des Moines	Polk
Mrs. Eugene Cutler	Des Moines	Polk
John Denison	Des Moines	Polk
Laurence R. Fairall	Des Moines	Polk
Victor Felter	Indianola	Warren
Alex Fitzhugh	Des Moines	Polk
Harvey Ingham	Des Moines	Polk
George Jones	Knoxville	Marion
E. A. Kimball (Chairman)	Des Moines	Polk
O. E. Klingaman	Des Moines	Polk
Rabbi Eugene Mannheimer	Des Moines	Polk
Mrs. W. E. Maulsby	Des Moines	Polk
Mrs. Max Mayer	Des Moines	Polk
Mrs. M. L. Northup	Des Moines	Polk
Mrs. Charles F. Pye	Des Moines	Polk
W. S. Rupe	Ames	Story
J. S. Russell	Des Moines	Polk
C. W. Schmidt	Des Moines	Polk

SEVENTH CONGRESSIONAL DISTRICT

Willard D. Archie	Shenandoah	Page
William Guilfoyle	Council Bluffs	Pottawattamie
Earl E. May (Chairman)	Shenandoah	Page
S. W. McCall	Council Bluffs	Pottawattamie
Albert A. Namen	Council Bluffs	Pottawattamie

EIGHTH CONGRESSIONAL DISTRICT

L. D. Brennan (Chairman)	Emmetsburg	Palo Alto
Walter Casteel	Fort Dodge	Webster
James I. Dolliver	Fort Dodge	Webster
G. A. Garlock	Fort Dodge	Webster
Edgar Hovey	Badger	Webster
Granger Mitchell	Fort Dodge	Webster
Richard F. Mitchell	Fort Dodge	Webster
W. A. Murray	Bancroft	Kossuth
W. R. Prewitt	Forest City	Winnebago
Oliver S. Reiley	Algona	Kossuth
George Tucker	Webster City	Hamilton
R. B. Waller	Algona	Kossuth

NINTH CONGRESSIONAL DISTRICT

<i>Name</i>	<i>Town</i>	<i>County</i>
C. Jay Bains	Alta	Buena Vista
C. M. Brown	Whiting	Monona
John Carey	Sioux City	Woodbury
W. D. Hayes	Sioux City	Woodbury
Mrs. Ralph Henderson	Sioux City	Woodbury
Max R. Hueschen	Holstein	Ida
W. C. Jarnagin	Storm Lake	Buena Vista
A. J. Johnson	Moorhead	Monona
Francis Johnson	Spirit Lake	Dickinson
Paul Martin	Spencer	Clay
George Silkknitter	Sioux City	Woodbury
R. F. Starzl	LeMars	Plymouth
W. R. Towns	Sioux City	Woodbury
A. S. Wendel (Chairman)	Bronson	Woodbury
Hans Wilken	Rock Rapids	Lyon

The passage of the joint resolution and the appointment of the Iowa Centennial Committee was hailed with enthusiasm throughout Iowa. Newspapers acclaimed the plan in editorials; churches, schools, patriotic and civic organizations, all welcomed the opportunity of making Iowans more conscious of their State at the same time that the advantages of the Commonwealth might be made better known to outsiders. The great difficulty was the lack of any appropriation.

Adequate financing of any celebration is well nigh essential to its success. Always a conservative State, Iowa legislators have nevertheless usually appropriated fairly generous sums to projects from which the State might receive favorable publicity. Between 1876 and 1936 Iowa had appropriated the following sums for fairs and expositions:⁶

Centennial Exposition at Philadelphia, 1876	\$20,000
Educational Exposition at Madison, Wisconsin, 1884	1,000

⁶ The statistics on Iowa appropriations was compiled by Dr. J. A. Swisher, Research Associate of The State Historical Society of Iowa.

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World's Exposition at New Orleans, 1884-1885	\$16,137
Columbian Exposition at Chicago, 1893	175,000
Trans-Mississippi Exposition at Omaha in 1898	35,000
Louisiana Purchase Exposition at St. Louis in 1903	145,000
Semi-Centennial of the Constitution of Iowa at Iowa City in 1907	750
Fiftieth Anniversary of the Battle of Gettysburg, 1913	11,275
Panama Exposition at San Francisco, 1915	75,000
Celebration of the Siege of Vicksburg, 1917	40,000
Sesquicentennial at Philadelphia, 1926	95,117
Century of Progress at Chicago, 1933	25,000

Total \$639,279

Chairman Bahne and the Iowa Centennial Committee, left without any appropriation, set to work with a will, casting about for funds with which to implement the wishes of the legislature. Between July and December, 1937, some ten informal conferences were held in Des Moines. The first of these met on July 17, 1937, in the Lieutenant Governor's office in the State House. Chairman Bahne called the meeting to order. The need for some means of financing the Centennial was paramount in the minds of the Committee. The appointment of an Executive Secretary and the establishment of a central office were also important. Among other things the Committee was urged to request an appropriation of \$10,000 from the Committee on Retrenchment and Reform. It was also suggested that the Federal government strike off a commemorative half dollar, and a bill to that effect was introduced in Congress. The plan was to have the government issue 100,000 of these coins to be turned over to the Centennial Committee at par, permitting the Committee to dispose of them at a premium, if it cared to do so. This plan failed to materialize.

A month later, on August 20th, John Huston of Ottumwa presented an elaborate plan for advertising the Iowa Centennial in eastern newspapers. During the next four months the Committee continued to explore various avenues for raising funds. This work was done by a small group, usually consisting of some or all of the following: Chairman J. R. Bahne; John D. Adams, Des Moines; John Huston, Ottumwa; Hugh Harrison, Davenport; Max Hue-schen, Holstein; W. Earl Hall and Lester Milligan, Mason City; J. S. Nollen, Grinnell; O. R. Sweeney, Ames, and Louis Pelzer, Iowa City.⁷

After vainly casting about for four months Governor Kra-schel and Chairman Bahne appeared before the December, 1937, meeting of the Iowa State Fair Board and secured a promise to feature the Centennial at the 1938 State Fair and also an allotment of \$5,000 for the operating expenses of an Executive Office for the Iowa Centennial Committee.⁸

A month later — on January 16, 1938 — the full committee met in Des Moines and authorized the chairman to appoint five members to serve on an Executive Committee on which he was to serve *ex officio*. This Executive Committee of six members was to appoint a board of nine members, one representing each congressional district. The Executive Committee was also empowered to employ a Managing Director and an Executive Secretary. John D. Adams and A. R. Corey of Des Moines, John Huston of Ottumwa, John S. Nollen of Grinnell, and O. R. Sweeney of Ames, were chosen by Chairman Bahne to serve on the Executive Committee.⁹

⁷ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 3, 4.

⁸ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, p. 4.

⁹ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 3, 4, and Appendix B.

Two weeks later, on January 29th, the Executive Committee met in the Lieutenant Governor's office and appointed J. C. Hammond, publisher of the *Decorah Journal*, as Managing Director of the Iowa Territorial Centennial; S. P. Stump, secretary of the Fort Dodge Chamber of Commerce, as Executive Secretary; and Mrs. Della Harper of Des Moines as office secretary. The office was opened in the State Fair Board office at the Capitol building. When Mr. Stump declined his appointment, the Executive Committee appointed Robert Burlingame of Eldora, then serving as Secretary to Governor Nelson G. Kraschel, as Executive Secretary. Mr. Burlingame joined the staff on February 15th, at which time the Iowa Centennial Committee's offices were moved into permanent quarters in the rooms of the Department of Agriculture.

The Executive Committee opened its office on February 15th and closed the doors on September 30th. Its activities may be divided into four parts; (1) coöperation with the State Fair Board in planning historical features for the 1938 fair; (2) promotion of and assistance to local centennial celebrations throughout Iowa; (3) management of a publicity program; and (4) gathering and disseminating information on Iowa history, travel, and industry for speakers and writers on centennial subjects. No hard and fast line marked the duties of the Executive Committee staff. The Managing Director, J. C. Hammond, handled the Centennial publicity and encouraged the publication of historical editions by Iowa newspapers. Robert Burlingame, the Executive Secretary, supervised local celebrations and the Speakers' Bureau. Mrs. Harper had charge of stenographic and clerical work, and managed the office.

Learning that the State of Wisconsin had celebrated the centennial of the establishment of the Territory of Wisconsin in 1936, Managing Director Hammond and Executive

Secretary Burlingame determined to visit the directors of that centennial with a view to securing ideas for the Iowa Centennial. On March 19, 1938, accompanied by William J. Petersen of the State Historical Society, they journeyed to Madison where they conferred with W. F. Whitney, general manager of the Wisconsin Territorial Centennial. This was the first of many trips taken by the Executive officers. They traveled some 6500 miles on Centennial business. They conferred with representative citizens in Dubuque four times; they counseled with citizens of Burlington, Mason City, Council Bluffs, Iowa City, and Ames, on three different occasions; they visited Sioux City, Maquoketa, and Decorah twice; and they met once with similar groups at Anamosa, Clinton, Algona, and Toledo. Their preliminary work over, Mr. Hammond and Mr. Burlingame attended observances at Ames, Mason City, Council Bluffs, Dubuque, and Burlington. In addition to these Mr. Hammond was present at the Decorah and Maquoketa celebrations while Mr. Burlingame was present at the Madrid Spring Festival and spoke at the Richland Homecoming and Centennial.¹⁰

CENTENNIAL NEWSPAPER EDITIONS

Managing Director J. C. Hammond was successful in securing the coöperation of many Iowa newspapers. An experienced newspaper man himself, Mr. Hammond diligently set to work preparing three solid pages of newspaper illustrations and approximately 35 columns of historical and news material. A complete set of these mats and copy were turned over to Iowa newspaper editors at the nominal charge of five dollars. The ordinary cost of engraving the illustrations alone would have cost each newspaper over

¹⁰ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 4, 5, 24-26.

\$125. Most of the photographs were received from the following: E. W. Blom, assistant chief engineer of the Iowa Highway Department; Robert O. Bickel of Cedar Rapids; Williamz Photo Shop of Spirit Lake; the Lander Studio of Boone; and the Photographic Division of the WPA Federal Writers' Project. In addition to these, reproductions were made of a number of plates from the publications of the State Historical Society of Iowa. Local editors thus had the pictures and articles on Iowa history prepared for them: it was only necessary to write up their local and county history and secure proper illustrations. It is not surprising that eighty-two papers availed themselves of this service, although only about one-half of these managed to get historical editions out during the year 1938.¹¹

As a further aid, the Centennial Committee arranged to have journalism students at the State University of Iowa specially trained and prepared to assist newspaper editors getting out historical editions in various Iowa communities. William J. Petersen of the State Historical Society was selected to deliver a series of lectures to the students on the Centennial, stressing the highlights and calling attention to the various sources from which the students might cull material for the historical editions. The State Historical Society further prepared brief county histories which were furnished to the Centennial Committee for distribution to various papers.¹²

An exact list of the newspapers issuing centennial editions

¹¹ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 6-8. The two major advertising services cooperated fully with the Iowa Centennial Committee. The Metro Company of New York and the Meyer-Both Company of Chicago both supplied subscribing newspapers with "mats" to illustrate their advertising without charge. Non-subscribing papers could secure these "mats" for the nominal sum of \$4.50.

¹² J. A. Swisher and Ruth A. Gallaher compiled or edited the bulk of these county histories. It was necessary for the Society to employ additional assistance in order to complete the work.

is unavailable. The *Richland Clarion* contained only four pages, but had considerable historical material in it. The *Decorah Journal* and the *Decorah Public Opinion* produced identical editions in a joint coöperative venture. The names of both papers appeared on the mast-head. The weekly *Toledo Chronicle* became a daily during the Tama County Homecoming and Iowa Centennial celebration. The *Chronicle* printed a total of twenty-six pages with a wealth of historical material in its unique three-day centennial edition. The *Lorimor Agricultural Fair* got out a four page spread with many historical articles and pictures. Many editors doubtless planned to use the material in the near future. Down to December, 1938, the State Historical Society of Iowa had received copies of the following historical editions:¹³

- The Albia Union-Republican*, September 22, 1938
- The Algona Upper Des Moines*, August 16, 1938
- The Anamosa Eureka*, August 18, 1938
- The Anamosa Journal*, August 18, 1938
- The Anthon Herald*, August 17, 1938
- The Daily Hawk-Eye Gazette* (Burlington), September 2, 1938
- Centerville Daily Iowegian*, August 23, 1938
- Clarinda Herald-Journal*, October 31, 1938
- The Howard County Times* (Cresco), August 24, 1938
- Decorah Journal and Public Opinion*, August 25, 1938
- The Telegraph-Herald* (Dubuque), August 14, 1938
- The Eldora Herald-Ledger*, August 4, 1938
- The Jewell Record*, August 18, 1938

¹³ The State Historical Society sent out letters in October to sixty-three editors from whom no historical edition had been received. Of the nineteen who replied only six had issued such editions. If the same ratio existed for the forty-four who did not reply, it is probably safe to assume that scarcely half of those listed in the *Centennial Report* got out historical editions.

- The Leon Journal-Reporter*, July 14, 1938
Jackson Sentinel (Maquoketa), August 19, 1938
Mason City Globe-Gazette, June 17, 1938
The Milton Herald, August 25, 1938
The Monticello Express, August 11, 1938
The Montezuma Republican, March 24, 1938
The New Hampton Tribune, August 18, 1938
The Odebolt Chronicle, August 25, 1938
The Richland Clarion, August 4, 1938
The Lyon County Reporter (Rock Rapids), September 1, 1938
Sioux City Journal, July 17, 1938
The Sioux City Tribune, July 2, 1938
The Toledo Chronicle, August 4, 5, 6, 1938
The Daily Freeman-Journal (Webster City), September 5, 1938
The Winterset Madisonian, September 28, 1938

One of the outstanding editions was produced in Odebolt, which boasts of being the "Popcorn Center of the World". The editors saw fit to celebrate fifty years of the community's progress (the paper was founded on May 27, 1887) and accordingly issued a beautifully illustrated, five-column 104-page historical edition. The issue contained contributions by two native sons of Odebolt: Leo A. Borah of the *National Geographic Society* and Erik McKinley Eriksson of the University of Southern California.¹⁴

PUBLICITY OF THE CENTENNIAL

In addition to the many articles appearing in the various weekly and daily newspapers *The Des Moines Register* featured articles and editorials on the Centennial by Harvey

¹⁴ *The Odebolt Chronicle*, July 28, August 25, 1938. The historical issue was mailed free to paid-in-advance subscribers and sold for twenty-five cents a copy to others.

Ingham and other staff members. Feature articles were also printed in the Sunday magazine section.

Much space was given by *The Cedar Rapids Gazette* to Centennial celebrations in eastern Iowa, many of the articles being profusely illustrated with pictures of historical floats and exhibits.

A number of magazines of widespread circulation featured the Iowa Centennial. The Mid-Continent Petroleum Company inserted a double-page spread of pictures and an article in *The Diamond*, the regular publication of the company. The Dodge Motor Company allocated considerable space in the *Dodge News* to the Iowa Centennial. The Central Life Assurance Society of Des Moines featured the Centennial in the September issue of *Clas*, its official publicity organ. Numerous other commercial, educational, religious, and social organizations devoted much space to the Centennial through their special publications.

The Iowa Centennial received still other national publicity. Rotogravure pictures of the Iowa Singing Centennial at Ames appeared in the *New York Times*, the *Detroit News*, and the *Kansas City Star*. Approximately two thousand 4-H Girls appeared in one picture. The *Chicago Tribune* devoted nearly a page to the Iowa Territorial Centennial in its Sunday issue of June 12th. Several illustrations were used and it has been estimated that the cost of running this material as a paid advertisement would have been double the expenses of the Iowa Centennial Committee itself.¹⁵ *The New York Herald-Tribune* and *The Christian Science Monitor* also carried articles on the Iowa Centennial.

THE NATIONAL GEOGRAPHIC

One of the first things which the Executive Office sought

¹⁵ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 6, 7.

to do was to secure an article on Iowa in the *National Geographic Magazine*. Such an article in a magazine with over a million subscribers would naturally result in nationwide publicity. The National Geographic Society agreed, after months of appeals, to feature Iowa in a future issue of the magazine. It could not, however, because of previous commitments, promise it before 1939. Leo A. Borah, an editor on the *National Geographic* staff, spent several weeks in Iowa, during the spring of 1938. Secretary of State Robert E. O'Brien arranged transportation all over Iowa while John D. Adams, General Secretary of the Des Moines Chamber of Commerce, and Alex Fitzhugh, executive director of the Greater Des Moines Committee, devoted much of their time to Mr. Borah. In August the Geographic Society sent out Joseph B. Roberts, a staff photographer, who spent two months touring the State in search of pictures. Roberts traveled over six thousand miles and took over eight hundred pictures, many of them in colors. In October he returned to Washington where he immediately set to work developing and writing legends for his pictures. When this work was completed he submitted 142 black and white pictures and 121 colored ones to the *National Geographic* editors. Of these some sixty will be used. The pictures and the article, according to Mr. Borah, will entail an expenditure of approximately \$100,000 by the National Geographic Society. The Iowa number will appear sometime in 1939.¹⁶

IOWA HISTORY WEEK

The Centennial of the Territory of Iowa formed the central theme for Iowa History Week in 1938, the thir-

¹⁶ *The Des Moines Register*, April 24, 1938; *Iowa City Press-Citizen*, October 10, 1938; letter from Robert Burlingame to William J. Petersen, dated April 23, 1938; letter from Joseph B. Roberts to William J. Petersen, dated November 29, 1938.

teenth of a series sponsored jointly by the State Historical Society of Iowa and the Iowa Federation of Women's Clubs. The purpose of devoting a week each year to Iowa history is to stimulate a greater interest in the story of the Commonwealth. In previous years the State Historical Society of Iowa has devoted at least one complete issue of *The Palimpsest* to the subject chosen for the theme of Iowa History Week. In 1938, all twelve issues of *The Palimpsest* were devoted to the history of Iowa in 1838. This provided a wealth of material, not only for schools and study clubs during Iowa History Week but also for their study of Iowa history throughout the year. Transportation and communication, agriculture and industry, the social, religious, and educational life of the people, all were treated in detail as the staff of the State Historical Society gleaned the story from the newspapers published a century ago. Biographies of notable pioneers, stories of fights for county seats, accounts of the vicissitudes and rewards of journalism, appeared from time to time. Tales of the medical, legal, and dental professions were interspersed with accounts of formal celebrations and homespun amusements. In addition to schools and study clubs, these stories were of great value to the Centennial Committee as a guide in furnishing material and cuts to newspapers for their historical editions.¹⁷

THE CENTENNIAL POSTAGE STAMP

Undoubtedly one of the most noteworthy achievements of the Centennial Committee was its success in securing the issue of an Iowa Centennial postage stamp by the

¹⁷ See the April, 1938, issue of the *Editor's Sheet*, the monthly newspaper release of The State Historical Society of Iowa. Copies of this news bulletin are sent free to over four hundred Iowa newspapers. During 1938 the *Editor's Sheet* featured the Iowa Territorial Centennial, thereby contributing twelve solid columns of historical data to Iowa newspapers.

Federal government. The possibilities of such a stamp had been discussed in 1937 but sentiment for it did not crystallize until 1938. On January 7, 1938, George E. Virden wrote the Post Office Department requesting that a Territorial Centennial stamp be issued. When the Centennial Committee opened its Executive Office on February 1, 1938, steps were at once taken to secure the issuance of an Iowa stamp. An Iowa commemorative stamp would mark not only the first stamp ever issued for the Hawkeye State but it would also be the first stamp ever issued in honor of the centennial anniversary of a Territory.

The first efforts on the part of Iowans met with an emphatic refusal; on February 11, 1938, Roy M. North, acting Third Assistant Postmaster General notified the Committee that Territorial stamps were never issued. A month later, on March 11th, Ramsey S. Black, Third Assistant Postmaster General, again rejected the plea of Iowa for a Centennial stamp.

Undaunted by these rebuffs the Centennial Committee enlisted the support of Senator Clyde L. Herring and Congressman Fred Biermann, both of whom vigorously pushed the plan in Washington. On May 9, 1938, President Roosevelt expressed sympathy with Iowa's desire but regretted he could not overrule the decision of the Post Office Department. As an alternative President Roosevelt suggested that the Committee "avail itself of the right to go to the director of the mint and have a special medal coined." Since this would have to be sold in order to pay expenses the Executive Committee objected, not only because it had no funds but also because it disliked the commercial promotion needed for such a campaign. Refusing to accept the presidential veto, Senator Herring shortly rallied the entire Iowa delegation to his support. The Iowa delegation insisted that the stamp be issued as "an

official recognition by the Federal government — the only official federal recognition.” When Postmaster General Farley and President Roosevelt remained adamant the Iowa delegation threatened to introduce a bill in Congress to compel the Post Office Department to issue an Iowa Centennial stamp. Since Congress was about to adjourn and the Administration feared a possible delay the Post Office Department capitulated and Senator Herring jubilantly wired the Committee of the success of his long fight.

As soon as it had been announced that Iowa was to be honored with a Centennial stamp, a number of towns requested that the honor of first day's sale be granted them. Burlington had been the Territorial capital in 1838. Dubuque stressed her claim of being the oldest city and was actually celebrating her 150th anniversary when Iowa was observing its Centennial. Council Bluffs and Graettinger also put forth claims for this honor. The Centennial Committee, not being composed of experienced philatelists, at first sought to have the stamps placed on sale simultaneously in all Iowa post offices in order that there would be no discrimination against any city. The Post Office Department immediately declared that this would be unprecedented, as well as extremely expensive and unfair to stamp collectors. The Department was also opposed to singling out Burlington, Dubuque, and Des Moines. Third Assistant Postmaster General Black, upon learning that State Fair Week at Des Moines would be the climax of the Iowa Centennial, suggested on May 27th that it would “seem logical to bring the stamp out at that time.”

On June 6th Black wired the Iowa Centennial Committee: “For philatelic (stamp collecting) reasons it is necessary to designate one place for first day sale of Centennial Iowa Territory stamp. Propose to have same at Des Moines on August 24. Wire confirmation.” Pressed for an immediate

reply, the Centennial Committee determined to award the first day's sale of the stamps to the Iowa State Fair at Des Moines, since it was the only organization putting actual cash into the Centennial.¹⁸

Iowa received nationwide and even international publicity from its first commemorative stamp. The stamp depicted Old Capitol at Iowa City, the site of which was selected in 1839 and the cornerstone dedicated on July 4, 1840. On Monday afternoon, August 22nd, 92,000 orders for "first day covers" had been received at Des Moines. Experts predicted the sale promised to be the largest first-day sale of stamps in the history of stamp collecting. The following evening, stamp collectors from all parts of the nation held a banquet at the Kirkwood Hotel. The Executive Council of the State of Iowa appropriated one thousand dollars to purchase Iowa Centennial stamps to place on all mail leaving the State House on August 24th. For months prior to this date the postal metering machine in the State House had carried a cachet on each piece of mail advertising the Iowa Centennial and the Iowa Centennial State Fair.

The issuing of a commemorative stamp was a splendid tribute to the Hawkeye State. Iowans everywhere bought large numbers of stamps. Harlan Miller reported that Iowans in Washington were buying the new stamp by the sheets. Senator Clyde Herring proudly declared the Iowa

¹⁸ *Report of the Managing Director and the Executive Secretary of the Iowa Centennial Committee*, pp. 9-11; *The Des Moines Register*, May 24, July 27, 1938. Typical of the local interest in the Iowa Centennial stamp is the following excerpt from an editorial in the *Catholic Daily Tribune* of Dubuque for May 26, 1938. "The design of the stamp is not yet definitely settled. As was suggested in these columns, it would be great if the Iowa Centennial committee could be persuaded to recommend a picture of Julien Dubuque, first permanent settler and trader of the oldest community in Iowa, and that Dubuque should have the privilege of having the first day sale of this special stamp."

Centennial Stamp was the "stateliest" of all commemorative stamps.¹⁹

CENTENNIAL HIGHWAY MAP

A contribution of far-reaching value to the Iowa Centennial was made by the Iowa Highway Department when it printed 50,000 maps with advertising about the "Great Statewide Centennial in 1938". By word and by picture the map listed Iowa's "Attractions as a Travel Pleasureland". Both the front and back covers of this folded map were decorated with a welcome to the Statewide Centennial. Fifteen historic and scenic pictures were attractively arranged around the border on the back of the map. In addition there was a detailed account of the coming State Fair, a table of the celebrations throughout the State as reported at the time the map was printed, and a list of historic spots that would prove interesting to the visitor.

The map was widely used by Iowans and must have been carried to many of the other forty-seven States of the Union by visitors to the Hawkeye State. The map was so popular that the supply of fifty thousand was quickly exhausted.²⁰

THE CENTENNIAL ON THE RADIO

The radio served as an important vehicle for transmitting the story of the Iowa Centennial — whether in news or radio dramatization. Through the coöperation of the Federal Writers' Project, Roscoe Macey of Grinnell prepared a series of fifteen 15-minute radio dramatizations based on

¹⁹ *The Des Moines Register*, August 23, 25, 26, 1938. The number of stamps sold at Des Moines was 245,200. A total of 209,860 first-day cancellations were recorded. The list of notables to whom these first day covers were sent ran the whole gamut from President Roosevelt, Henry Morgenthau, Jr., and Harold Ickes to Shirley Temple, Adolphe Menjou, and Mary Pickford.

²⁰ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, p. 2. A copy of the map has been placed in the Library of the State Historical Society of Iowa.

Iowa history. Multiple copies of each script — sufficient to supply both technical staff and actors — were supplied to stations WOI at Ames; WKBB at Dubuque; WOC at Davenport; KFJB at Marshalltown; KOIL at Council Bluffs; KWLC at Decorah; WSUI at Iowa City; WMT at Waterloo; KGLO at Mason City; and KFNF at Shenandoah. A number of stations presented these dramatizations.

Throughout 1938 William J. Petersen of the State Historical Society gave regular 15-minute radio talks on Territorial episodes each Wednesday over Station WSUI. The State Historical Society also sponsored an extensive series of Centennial talks over the same station during Iowa History Week. The speakers on this program included H. J. Thornton, William J. Petersen, J. A. Swisher, Ruth A. Gallaher, and Jack T. Johnson.

Station WOI coöperated with the American Legion Auxiliary, Department of Iowa, in presenting a series of Centennial dramatizations during July and August. The State Fair Board offered prizes for the two best essays written on the basis of these broadcasts. Station WOI also featured a talk by Robert Burlingame on April 20th. Events of the State 4-H Club Girls convention in June, relating to the celebration of the Centennial, were also broadcast.

President Eugene A. Gilmore of the State University of Iowa read a greeting from Governor Kraschel in honor of the Iowa Centennial on the University Founders' Day broadcast on February 25th. This program was carried on a nationwide hook-up of the NBC Blue Network.

Station WHO featured a 30-minute dramatic and musical program on June 12th, the one hundredth anniversary of the passage of the congressional act which established the Territory of Iowa. It was one of the outstanding radio programs.²¹

²¹ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 19, 20.

CENTENNIAL SPEAKERS

In the spring of 1931, William J. Petersen, of the State Historical Society of Iowa, delivered one of the first lectures on "Centennials in Iowa History" before a large body of teachers at Oelwein, Iowa. When plans for a Territorial Centennial had crystallized, Louis Pelzer, an active member of the Centennial Committee, suggested to that body the wisdom of establishing a Speakers' Bureau. The idea was to have a list of names of speakers available to meet the many requests that would arise from schools and study clubs, from civic and patriotic organizations during the Centennial celebration. Since such a bureau would not place a financial burden on the Centennial Committee, the idea was hailed with enthusiasm and the creation of a Speakers' Bureau was one of the first acts of the Executive Committee. Professor Pelzer was appointed chairman of the Bureau and coöperated with Mr. Burlingame at Des Moines. A large number of notable Iowans were invited to participate in this work, every effort being made to have such speakers widely distributed throughout the State.²²

Thirty men and women who were prominently identified with historical activities and civic life accepted the invitation to serve as official speakers. Each one agreed to fill a limited number of speaking engagements within a reasonable distance of his home. All speakers were supplied with a mimeographed manual prepared in the Executive Office, together with data on scenic and historic sites, and statistics on the current economic life of the Commonwealth.

The Executive Office next forwarded a list of the speakers and their topics to various chambers of commerce, American Legion posts, service clubs, schools, and other organizations. Program chairmen were invited to use the

²² THE IOWA JOURNAL OF HISTORY AND POLITICS, Vol. XXIX, p. 306; correspondence of Dr. Louis Pelzer in Iowa City and the Iowa Centennial Committee at Des Moines.

Executive Office at Des Moines as a clearing-house for speaking arrangements, or to contact speakers directly. Before closing the Centennial Office, Mr. Burlingame sent out a questionnaire asking speakers to list the number of their engagements together with the approximate attendance at each. Twenty-six speakers reported, five stating that they filled no engagements because of illness, absence from the State, or for other reasons. A total of 395 talks were made by the twenty-one remaining speakers. Six had delivered only one lecture each, four had given over twenty talks, while Royal Holbrook managed to present the Centennial to 195 audiences. A summary of the individual reports follows:²³

<i>Name</i>	<i>Engagements</i>	<i>Attendance</i>
Brennan, Lawrence D.	1	500
Dostal, Rev. W.	2	2300
Gage, Dr. Harry M.	3	2000
Garrett, B. W.	1	200
Hathorn, Mrs. W. H.	12	750
Henely, Mrs. Eugene	11	650 (at 9)
Hills, Rev. Leon C.	18	1750
Holbrook, Royal H.	195	37,000
Houghton, Mrs. H. C., Jr.	27	No total
MacMartin, Mrs. W. G.	14	1095 (at 13)
Mannheimer, Rabbi Eugene	1	225
Maulsby, Mrs. W. E.	3	170
Mayer, Mrs. Max	8	3000
Pelzer, Louis	3	325
Petersen, Wm. J.	22	7015
Plock, R. H.	1	70
Reque, S. S.	44	No total
Schulte, Mrs. Lillian	7	477 (at 4)
Slippy, Ralph B.	20	No total
Swisher, J. A.	1	300
Weitz, Mrs. F. W.	1	No total

²³ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 32, 33.

The eighteen speakers who listed attendance figures stated they were heard by approximately 58,000 persons at three hundred gatherings. The number attending the forty-eight lectures delivered by the three who did not report attendance might run this total close to 75,000. The value of these lectures was two-fold. First of all they inculcated enthusiasm in local communities for the Centennial, serving as an impelling force in encouraging other celebrations. Secondly, such speeches by word of mouth and through the local press reached virtually every family in the State of Iowa, thus forming one of the most important publicity and educational devices in the Centennial machinery.

CONTRIBUTIONS OF THE WPA TO THE CENTENNIAL

The Iowa Guide Book.—For almost two score years a rich flow of historical literature has been published on Iowa history, largely by the State Historical Society. An additional opportunity to become interested in State and local history was offered Iowans in 1938 with the publication of the first comprehensive State guide book. The new book is entitled *Iowa: A Guide to the Hawkeye State*. It was compiled by the Federal Writers' project of the WPA for the State of Iowa and forms one of the American Guide Series which is being promoted by the Federal government for the forty-eight States. Although planned as a guide for strangers visiting or passing through Iowa, the book likewise will serve in acquainting Iowans with their own State. It was both timely and fortunate that the Iowa Guide Book should appear during the celebration of the Territorial Centennial.

The Iowa Guide Book, containing a wealth of information on the history of Iowa and the numerous Iowa communities, was sponsored by the State Historical Society of Iowa in accordance with an act of the Forty-seventh General

Assembly, but the credit for the selection of subject matter and the responsibility for the arrangement and editing of material belongs to those persons who directed the activities of the Federal Writers' Project.²⁴ The editor was Raymond Kresensky.

Parades and Pageants.—A large number of Iowa communities early signified a desire to observe the Centennial with pageants and parades if some assistance could be rendered by the Iowa Centennial Committee. Spurred on by these requests, the Committee made application to the Iowa Emergency Conservation Works on April 1, 1938, for an allocation of funds to supply the cost of materials for costumes and stage properties to be used in such local pageants. The application was granted and a total of \$3030 was expended from the ECW funds. The Centennial Committee next enlisted the aid of the Museum Extension Project of the WPA in making the necessary costumes and stage properties. During the spring and summer months, the WPA Museum Extension Project employed approximately 200 workers on costumes and stage properties, devoting a total of approximately 36,644 man-hours to Centennial items. It was estimated that \$20,154.20 was expended by the WPA for labor on the following projects:

852 complete Centennial costumes (6 sets — 142 each)
 6 complete sets of Iowa Centennial Pageant scenery
 1 complete set State Fair Centennial Pageant scenery
 438 costumes for State Fair Centennial Pageant
 6 costumes and flags
 1 paper on costumes
 100 pamphlets bound
 50 manuals bound

²⁴ The new Iowa Guide Book retails for \$2.50 and can be secured at book stores or from the Viking Press.

75 tomahawks
75 peace pipes
480 banners and posters
300 booklet covers
6 muslin drapes
6 Indian tepees
1 silk screen frame
400 Centennial handkerchiefs
2 ramps

In addition to this help the Federal Writers' Project contributed photographic work, research and editorial work, composition of radio scripts, and the typing of radio scripts. According to Raymond Kresensky, State Director of the Federal Writers' Project, seven employees worked 872 man-hours on these assignments at a cost to the WPA of approximately \$581.75.

The Federal Art Project of the WPA undertook to provide mural paintings, 200 feet long and 12 feet high, portraying the development of Iowa agriculture during the first century of permanent white settlement. Only one section of this work, intended for the Agricultural Building of the State Fair, was completed in time for the 1938 Fair, but the project will be continued until finished. The Federal Art Project also prepared a photographic exhibit depicting a century of progress in Iowa livestock. This was one of the most popular displays at the State Fair.

On February 18, 1938, Mrs. Jessie L. Hanthorn, Director of the Women's and Professional Division of the Iowa Works Progress Administration, and E. R. Wagner, Director of the Recreation Division of the same administration, were enlisted under the Centennial banner. Mr. Wagner agreed to provide a pageant consultant and such assistants as would be necessary to set up and maintain a staff to assist local communities in sponsoring Centennial observances. Subsequently Claudine Humble of Eldon

was appointed pageant consultant effective March 1, 1938. The following month Jean Marie Corey and Mrs. Martha G. Canfield, both of Des Moines, were appointed assistant pageant consultants. The pageant consultants maintained their offices in the Centennial Office and were in all ways an integral part of that organization. Their salaries, however, were paid by the Works Progress Administration and did not constitute an expense to the State of Iowa.

Many Iowa communities availed themselves of the pageant script, the services of the pageant director, and the costumes and paraphernalia afforded them through the offices of the Centennial Committee by the Iowa Works Progress Administration and the Iowa Emergency Conservation Works. According to the statistics compiled by Mr. Burlingame a total of thirty-three communities used some or all of the pageant facilities offered. Many of these communities probably would have been unable to participate in the celebrations had this assistance not been available.²⁵

LOCAL AND REGIONAL CENTENNIAL CELEBRATIONS

According to figures released by Robert Burlingame, Executive Secretary of the Iowa Centennial Committee, at least fifty-eight centennial celebrations were held in Iowa in 1938.²⁶ Listed in chronological order these were as follows:

²⁵ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 22, 23.

²⁶ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, Appendix F. There were doubtless other celebrations held in Iowa which are not included in this list. At Dubuque, for example, the Catholics observed the centennial of the establishment of the Archdiocese. An outstanding by-product was the publication of the *Centennial History of the Archdiocese of Dubuque* by Rev. M. M. Hoffmann. The Johnson County 4-H Clubs also stressed the Centennial in their regular yearly festival in the Field House of the State University of Iowa.

February 21	Centennial Ball	Algona
April 18-23	Iowa History Week	Statewide
April 21-22	Iowa Products Exhibit	Whiting
April 30	May Day Frolic	Hubbard
May 25-27	Community Celebration	Ft. Madison
June 15-18	4-H Girls' Convention	Ames
June 19-21	Band Festival Centennial	Mason City
June 22-24	Mid-Summers Day, Inc.	Madrid
June 24-25	Jubilee Days	Charles City
June 26-29	West Liberty Centennial	West Liberty
July 3	Centennial Celebration	Osage
July 3-5	Centennial Celebration	Le Mars
July 3-5	Centennial Celebration	Cherokee
July 4	Centennial Celebration	Bloomfield
July 4	Training School for Girls	Mitchellville
July 4	Centennial Celebration	Osceola
July 4	Centennial Celebration	Garner
July 4	Kossuth County Fair	Algona
July 16-17	Winneshiek County Home-coming	Decorah
July 28-30	Centennial Celebration	Richland
August 1-6	Anamosa Centennial	Anamosa
August 4-6	Tama County Celebration	Toledo
August 5-7	Descendants, Henry Morris	Stockport
Aug. 17, Sept. 15	Centennial Celebration	Council Bluffs
August 10	4-H and Community Clubs	Malvern
August 10-11	Jewish Community Center	Des Moines
August 11-13	Hardin County Fair	Eldora
August 14-17	Jackson County Centennial	Maquoketa
August 16-19	Buena Vista County Fair	Alta
August 16-19	Crawford County Homecoming	Denison
August 16-19	Louisa County Fair	Columbus Jet.
August 17-18	Benton County Fair	Vinton
August 17-18	Street Carnival	Algona
August 17-19	Henry County Pageant	Mt. Pleasant
August 17-21	Dubuque Sesquicentennial	Dubuque
August 18-19	Farm Bureau & Chamber of Commerce	Estherville
August 20-21	Marion County Fair	Knoxville

August 22-24	Jasper County Fair	Colfax
August 22-25	Eagle Grove District Junior Fair	Eagle Grove
August 22	Boone County Achievement Show	Boone
August 23-25	Sac County Fair	Sac City
August 24-25	Lorimor Agricultural Fair	Lorimor
August 24-26	Centennial Pageant	Centerville
August 28-30	Centennial Homecoming	Jewell
September 5	Centennial Pageant	Marshalltown
September 5-9	Hamilton County Exposition	Webster City
September 6-9	National Beef Cattle Show	Fort Dodge
September 6-9	Derby District Fair	Derby
September 7-11	Territorial Centennial	Burlington
September 8-9	Centennial Pageant	Rock Rapids
September 11	Clayton County Bar	Guttenberg
September 16	Centennial Parade	Humeston
September 16	Community Council	Oakland
September 16-17	Old Settlers' Reunion	Waverly
September 16-19	Big Four Fair	Postville
September 23-24	Fall Festival	Albia
September 23-25	Homecoming Celebration	Afton
October 7	Centennial Pageant	Shenandoah
October 15	Centennial Parade	Collins

Statistics submitted indicate that approximately 616,950 attended forty of these local celebrations. With this number as a guide Mr. Burlingame estimates that nearly 750,000 Iowans and visitors attended the fifty-eight Centennial observances in Iowa. In addition, he estimates that 20,000 Iowans participated in these events. Almost one-third of the total population of Iowa thus saw or participated in the various festivals held throughout the Hawkeye State. Most of the remaining two-thirds must have become Centennial-conscious through relatives, neighbors, or friends, who did participate. With the radio and newspapers offering additional avenues of approach into the Iowa home it is doubtful if many Iowans are still unaware

that the year 1938 marked the hundredth anniversary of the birthday of the Territory of Iowa. Thus, the spirit of the joint resolution has been in large measure achieved.

While some of the Centennial celebrations were comparatively simple affairs, many of them tended to be elaborate festivals rivaling or even surpassing anything ever before presented in the various communities. Although the magnitude of the celebration was generally dependent upon the population and wealth of a community, the success was usually directly in proportion to the enthusiasm and coöperation of the citizens. Some small communities, such as West Liberty, staged celebrations that equalled or excelled those held in first class cities. While a few cities probably went in the red it would seem that most of them balanced their budget.

Ten communities (Burlington, Centerville, Denison, Derby, Eldora, Fort Madison, Le Mars, Madrid, Mount Pleasant, and West Liberty) employed the John B. Rogers Producing Company to stage their pageants. One community (Dubuque) secured the services of the Jerome H. Cargill Producing Company of New York City. These productions were superbly executed but it is doubtful if they won warmer praise than was accorded *Iowa: The Open Door* — the pageant written by Claudine Humble and costumed and otherwise equipped through the assistance of WPA funds. Press accounts and comments of citizens in such communities as Anamosa, Cherokee, and Maquoketa will attest this fact. A total of thirty-three Iowa communities in thirty-one widely scattered counties used some or all of the pageant facilities offered by the Executive Office of the Centennial Committee. Twenty-two of these used the complete service; ten used the costumes only, and one used only the stage sets. Since this material had been designed especially for *Iowa: The Open Door*, it follows

that Miss Humble's manual was widely used throughout Iowa. Some of the communities, however, inserted certain episodes relating to the local scene.²⁷

A pageant, a parade, and the display of pioneer antiques were three of the most common devices used by the various local communities. In addition to these, perhaps two score newspapers issued historical editions and carried numerous Centennial stories and news flashes. Other newspapers that had ordered mats and stories from the Centennial Office doubtless used much of it for filler and feature stories throughout the year. A history of the community was sometimes produced. Prizes were offered to school children for the best essays on their local communities, or some phase of the Centennial. Schools and clubs heard many addresses by local or imported speakers before the Centennial was observed. All these were positive educational forces. On the amusement or entertainment side of the ledger there were fireworks, horse racing and auto racing, regattas, dances, banquets, baseball games, airplane flights, balloon ascensions, parachute jumps, vaudeville acts, concessions, and a score of similar attractions. There was a wide difference in communities; some had almost all of the above features, others had only a few. Garner omitted the pageant but staged an excellent parade and pioneer display. Collins concentrated all of its efforts on a parade. Some communities decided against the parade, preferring the pageant.²⁸

²⁷ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 22, 23, 29-31.

²⁸ Analysis of the various Centennial celebrations reveal that virtually every type of activity mentioned in the joint resolution took place in Iowa in 1938. The descendants of Henry Morris featured the Centennial in their reunion at Stockport; the Jewish Community Center at Des Moines, the Training School for Girls at Mitchellville, and the Lorimor Agricultural Fair at Lorimor all stressed the Centennial. Even the Tama Indians enlisted the services of Dr. William J. Petersen as a Centennial speaker at their annual Pow Wow.

It would be both tiring and impracticable to describe all of the Centennial celebrations in Iowa during 1938. Some idea of the spirit of the local observances may be secured, however, by recording the highlights in a dozen representative communities selected at random throughout the State. Towns of varying sizes have been chosen for this purpose and the historic backgrounds have also been considered in making a choice. Finally, selections include communities staging professional pageants as well as those relying on the pageant and materials furnished through the Centennial Office.

Burlington and Dubuque, like several other Mississippi River towns, both trace their permanent settlement back to June 1, 1833. In 1838, Burlington was the largest city west of the Mississippi and north of Missouri and Dubuque was the metropolis of the northern half of the Black Hawk Purchase. Burlington was the capital of both the Territory of Wisconsin and the Territory of Iowa; Dubuque vainly aspired to be the capital of both. It was fitting that both Burlington and Dubuque should observe the Centennial of the establishment of the Territory of Iowa.

Burlington, the cradle of Iowa political and constitutional history, held a five-day Centennial celebration commencing on Wednesday, September 7th. It was one of the most successful celebrations in the entire State, the whole community coöperating to stage the colorful spectacle. Two entirely different parades were witnessed by a total of 45,000 people. The pageant, staged by the John B. Rogers Producing Company, was held in the high school stadium. It was given on four nights and was witnessed by a total of 10,500 spectators. An "unusually elaborate" fireworks display depicted some of the early incidents in the history of Burlington. The exhibit of pioneer relics was among the most interesting and novel in Iowa: a jewelry store dis-

played the various types of spectacles that have been in use during the past century; a bank included among its coin and paper money exhibit the denominations in use in 1838. A regatta was staged in which fully one hundred boats took part. The river pageant and fireworks display brought out the largest crowd in the history of Burlington, over 30,000 people witnessing the brilliant spectacle. Although Indian headbands and wooden money were sold by the local committee to help defray expenses there was a notable absence of concessions. The Centennial budget was completely balanced and all money returned to the underwriters of the celebration. Special church services were held in honor of the Centennial. One local minister declared: "The whole spiritual and cultural life of the city has been enhanced by the Centennial observance. A new civic spirit has been awakened, and already many people are saying, 'What next?'"²⁹

Historic old Dubuque staged a five-day celebration with a three-fold motif: the Centennial of the Territory of Iowa; the one hundred and fiftieth anniversary of the coming of Julien Dubuque in 1788; and the dedication of Lock and Dam No. 11 at Eagle Point. Dubuque, steeped in historical lore, enlisted the services of the Jerome H. Cargill Producing Company of New York City to stage its own "tailor-made" pageant "Under Five Flags". Seventeen different scenes and a cast of over five hundred were required to present this colorful spectacle. Four members of the cast for the "Miner's Compact" scene, which represented the four Langworthy brothers, were descendants of the original Langworthy family. An opening feature on Governor's Day (August 17th) was a mam-

²⁹ *The Daily Hawkeye-Gazette* (Burlington), May 29, July 20, August 9, 11, September 7, 8, 9, 10, 11, 1938. A letter from Ross Burman to Robert Burlingame dated September 21, 1938, gives a complete summary of the activities at Burlington.

moth parade with eight bands and forty floats. The closing feature on Army Day (August 21st) was the dedication of Dam No. 11. The \$4,600,000 structure was christened Lieutenant Zebulon Pike Lock and Dam, the bottle broken at the ceremony containing water from both the Atlantic and Pacific oceans. A detachment of United States artillery from Fort Des Moines presented an army show. A flotilla of boats was present for the dedication of the dam and following the ceremony a regatta was staged with boats assembled from many points on the Mississippi. A feature of this Dubuque celebration was the visit paid the city by two grand-nieces of Julien Dubuque, Miss Gertrude and Miss Elise Dubuque of St. Louis, Missouri.³⁰

The Catholics of Dubuque held their Archdiocesan Centennial Celebration on July 28th, with Henry A. Wallace and President Charles Friley of Ames as speakers.³¹

Across the State, on the Missouri River, a somewhat different kind of Centennial celebration occurred. Ambitious Council Bluffs had staged a successful Centennial in 1936. Plans were laid for a Centennial celebration in 1938 from August 17th to September 15th which was to attract a half million people to that historic town. A tract of seventy-five rolling acres was selected and more than twenty buildings were soon in the process of erection. Specific days were set aside in honor of the various religious, racial, political, and civic groups. Although history was not forgotten and some of the exhibits were unique, the commercial aspect dominated in the numerous concessions and amusements. The celebration attracted 153,000 people.³²

³⁰ *Dubuque Telegraph-Herald*, May 8, 17, June 10, 29, July 31, August 9, 19, 20, 21, 1938; *The Des Moines Register* August 7, 22, 1938.

³¹ *The Des Moines Register*, July 17, 1938.

³² *Council Bluffs Nonpareil*, April 18, 27, May 6, 8, June 12, 14, 19, 23, 26, July 11, August 20, 1938; *The Billboard*, July 2, 1938. A report of the total attendance was transmitted to the Iowa Centennial Committee.

One of the outstanding Centennial celebrations took place at Cherokee where 39,000 attended the three day festival commencing on Sunday, July 3rd. A crowd of about ten thousand "loudly acclaimed" *Iowa: The Open Door*, which opened the Territorial Centennial celebration. More than fifteen thousand participated in the Independence Day festivities, a record crowd that even surpassed the Armistice Day celebration. Thousands witnessed the spectacular mile and a half long parade which contained such "colorful floats" as a miniature pioneer Illinois Central train, Indians on foot and on horseback, a school of 1838 with its wooden benches and stern schoolmaster, a display of old fashioned farm implements, and a Pilot Rock Ploughing Match farmer. Senator Guy M. Gillette spoke on the pioneers, the rich Iowa soil, and the need for "modern day" pioneers. N. T. (Peachtree) Wells, 93, one of two remaining Civil War veterans in Cherokee County, gave a short talk. Frank F. Phipps, the only surviving member of the Milford Colony, the original founders of Cherokee, upon being urged to say something to the throng reluctantly approached the microphone and said "Merry Christmas". The program was interspersed with free acts, concessions, fireworks, dances, concerts, sports, and balloon ascensions. Thousands enjoyed the many window exhibits of pioneer articles. One old timer was heard to say: "I've lived in this county for 56 years and I never saw a bigger or better celebration."³³

Maquoketa staged a mammoth celebration in which the Centennial parade proved to be the "outstanding" feature. The parade was divided into eight sections with a band in each division. Like many other communities in Iowa, Maquoketa wisely enlisted the aid of the entire county (Jackson) and this added materially to the success of the

³³ *The Cherokee Chief*, July 1, 8, 1938; *Cherokee Times*, July 5, 6, 7, 1938.

venture. A good financial return was made on the performances of the pageant which was called the "Century of Progress". Despite the handicap of several heavy rains the Maquoketa Centennial Association was able to announce itself ready to pay all outstanding bills.³⁴

To Algona goes the distinction of holding three Centennial observances, the largest number held by any one town. The first observance in Iowa occurred when Algona gave a Centennial Ball on February 21st. Algona also presented *Iowa: The Open Door*, sponsored by the Kossuth County Fair on July Fourth, and held a Centennial Festival and Street Carnival on August 17th and 18th. Algona's Fourth of July celebration drew one of the largest crowds ever to pack the Kossuth County fairgrounds. One of the highlights of the afternoon was a speech by Algona's native son — Harvey Ingham — who emphasized the responsibility of people today to carry forward what has been started by the preceding generations. An attendance of 4500 was present in the afternoon to hear Mr. Ingham and to see the baseball games and races. Approximately double this number were present in the evening for the pageant, fireworks, and free acts. Local officials estimated that 11,000 persons saw *Iowa: The Open Door*, staged by one hundred and sixty persons from all over Kossuth County. Mrs. E. W. Hanson was in charge of the pageant and the 4-H clubs coöperated in staging the spectacle.³⁵

Anamosa's centennial was a "big success" and the whole

³⁴ *Jackson (Maquoketa) Sentinel*, March 18, June 17, July 5, August 5, 19, 1938; *The Maquoketa Community Press*, April 14, August 4, 11, 18, 1938; *The Des Moines Register*, August 17, 1938. One of the highlights of the Maquoketa Centennial was the presence of Alexander D. Robertson, of Cherokee, Iowa, one of two living male descendants of Ansel Briggs, the first Governor of the State of Iowa.

³⁵ *The Algona Upper Des Moines*, June 28, July 5, 1938; *Kossuth County Advance (Algona)*, June 30, 1938; *Fenton Reporter*, July 7, 1938; *Britt News-Tribune*, June 16, 1938; *Emmetsburg Democrat*, June 24, 1938.

program was described as one that would be "long remembered". A mammoth parade was the "finest feature", fully nineteen floats depicting the history of Anamosa from the days of the first log cabin courthouse to the new and stately edifice. In addition to *Iowa: The Open Door*, the local D. A. R. prepared a pageant entitled *Anamosa 100 Years*. Five thousand saw the night pageant, the largest crowd of the week. President Harry M. Gage of Coe College was one of the principal speakers.³⁶

West Liberty staged her own one hundredth anniversary with a Territorial Centennial celebration lasting from Sunday June 26th to Wednesday, June 29th. The John B. Rogers Company staged the pageant, entitled "The Prairie Parade". There were amusements for all — golf tournaments, harness racing, band concerts, drum and bugle corps drills, displays of pioneer antiques, free vaudeville, and commemorative speeches. An unusual feature was the free dinner of hot roast beef, buns, baked beans, pickles, cookies, and coffee on Wednesday noon. Over twelve thousand were on hand for this banner day and the ten thousand who are said to have availed themselves of the generous plates of good food were promptly and smoothly served. The parade, composed of over eighty units, was described as an "eye-knocker-outer" by a local editor. He was not alone in his enthusiasm. A visitor from Muscatine, Samuel Chesebrough, declared: "I've seen the Tournament of Roses, the Mardi Gras, many Knights Templar parades, and this is the finest of them all." With a commendable view to the future, West Liberty published *The History of Wapsie* which was sold in a house to house canvass by young ladies in the contest for the position of Centennial Queen.³⁷

³⁶ *The Anamosa Eureka* July 14, August 11, 18, 1938.

³⁷ *West Liberty Index*, March 17, 24, April 7, May 5, 26, June 23, 30; *The Cedar Rapids Gazette*, June 12, 26, 1938.

At Osceola the Business Men's Association sponsored a Centennial celebration in the courthouse park on July 4th. During the morning a large crowd gathered to see the parade and to be on hand for the concert and patriotic address by J. M. Grimes. Baseball, track, and other sports attracted their following despite the intense heat and the busy farm season. The town was "literally jammed" in the evening to witness *Iowa: The Open Door*, a total of five thousand attending the "glamorous program". Only two disappointments marred the Osceola celebration: the inability of many spectators to see the historical pageant and the failure of the merry-go-round to arrive.³⁸

Garner did not stage a pageant, limiting itself to a parade and to antique displays by various merchants. The parade was generally conceded to be the best ever held in Garner; it required an hour for the fifty-three units to pass the reviewing stand. A record breaking throng looked on. A total of one hundred and twenty-five pioneers from thirteen different towns registered at the courthouse. Seventeen Garner merchants and the local Chamber of Commerce awarded forty-eight prizes to displayers of antique relics. Speakers, music, sports, carnival attractions, a dance at the Opera House, and a free pavement dance afforded pleasures for old and young alike.³⁹

THE CENTENNIAL STATE FAIR

The first Iowa State Fair was held at Fairfield, Iowa, in 1854. During the next twenty-five years the State Fair was virtually on wheels, Muscatine, Oskaloosa, Iowa City, Dubuque, Burlington, Clinton, Keokuk, and Cedar Rapids, each playing host city for anywhere from two to six times. In 1879 the State Fair moved to Des Moines where it has

³⁸ *Osceola Tribune*, July 5, 1938; *Osceola Sentinel*, June 30, July 7, 1938.

³⁹ *The Garner Leader*, June 29, July 6, 1938.

remained ever since. The 1938 Centennial Fair marked the 59th anniversary of the permanent establishment of the State Fair at Des Moines.⁴⁰

The Centennial Fair was one of the best attended and most successful fairs in the long history of that institution. Despite the fact that Iowa was suffering an economic recession and notwithstanding there was no reason to expect an increase in the attendance, turnstiles clicked for 430,907 admission in 1938 compared with 381,279 in 1937. This thirteen per cent increase was hailed with delight by A. R. Corey, Secretary of the Iowa State Fair Board. "I think we will most of us agree", he wrote, "that business conditions may not be in a depression; yet, at least they are still in a recession. For instance, the automobile sales in Polk County for the first six months of 1938 showed a loss of almost fifty per cent. The State Fair comes along and shows a thirteen per cent increase in attendance over last year, and in 1937 we had a very good year, at least an average year." It is significant that the attendance in 1938 was surpassed only in 1927 and 1929, five thousand more visitors passing through the turnstiles in the balmy days of 1929.

Mr. Corey did not hesitate to credit the Centennial with influencing exhibitors as well as visitors. "The livestock exhibits, industrial exhibits, and the regular education exhibits showed a substantial improvement over the previous year. In fact, our livestock show was one of the best we ever had at the State Fair. In addition to the regular features of the fair we had the numerous Centennial features, which, we believe, were largely responsible for the increase in the attendance."⁴¹

⁴⁰ Ross's *The Iowa State Fair in The Palimpsest*, Vol. X, pp. 269-313.

⁴¹ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, pp. 12, 13; *The Des Moines Register*, August 21, 1938, Section H., p. 6, September 3, 1938.

The opening attraction of the Centennial State Fair was the historical pageant *Cavalcade of Iowa* which served as the grandstand attraction on Wednesday and Thursday evening, August 24th and 25th. The *Cavalcade of Iowa* is said to have been the largest production of its kind ever undertaken in Iowa — utilizing the services of 2,000 actors, 100 musicians, and a production cast of 250 persons. Miss Claudine Humble was employed by the State Fair Board to write and produce *Cavalcade of Iowa*. Miss Humble resigned from her position as pageant consultant for the Centennial Committee to devote her entire time after July 15th to the project.

The pageant was presented in four episodes, divided into 15 scenes. There was also a prologue and finale. The outline of the pageant follows:

Prologue

Episode One: IOWA A WILDERNESS

- Scene I. Coming of Marquette and Joliet (1673)
- Scene II. Louisiana Purchase (1803)

Episode Two: IOWA A TERRITORY

- Scene III. Establishment of Territorial Government (1838)
- Scene IV. Selection of Iowa City as Capital (1839)
- Scene V. Stream of Settlement (1832-1876)

Episode Three: IOWA A STATE

- Scene VI. Dance Interpretation of Statehood (1846)
- Scene VII. First State Fair (1854)
- Scene VIII. Mississippi Showboat Interlude
- Scene IX. Coming of the Railroad (1855)
- Scene X. Building of First Trans-Mississippi Bridge (1856)

Episode Four: IOWA ON THE MARCH

- Scene XI. The Civil War (1861-65)
- Scene XII. The Little Brown Church (1866)
- Scene XIII. The First "Horseless Carriage" (1893)
- Scene XIV. Buffalo Bill Cody's Wild West Show
- Scene XV. Airplane Ballet

Finale

The performance was concluded with a special showing of fireworks depicting an Indian raid on old Fort Madison, the trek of the covered wagon, and a silhouette of Robert Lucas, the first Territorial Governor. The attendance at the first presentation of the pageant was 3,431, and at the second 7,817, with a grand total of 11,248 for the two nights. Attorney General John H. Mitchell was "thoroughly impressed by the splendid way in which the 'Cavalcade of Iowa' was staged and by the tremendous amount of work it must have taken." Rabbi Eugene Mannheimer believed the pageant was "a fine, beautiful, and most impressive piece of work, well conceived and well executed — a most worthy, stirring and outstanding contribution to the proper celebration of Iowa's Territorial Centennial."⁴²

More important and far reaching in their influence were the various Centennial exhibits at the Iowa State Fair. A number of exhibitors coöperated to present historical exhibitions depicting the development of agricultural machinery during the past century. Thus, the John Deere Company displayed the evolution of the plow; the International Harvester Company presented the history of grain harvesting; the J. I. Case Company exhibited old-fashioned cultivators and the history of threshing machines, and the Oliver Farm Equipment Company (formerly Hart-Parr), showed old tractors as well as scores of other appliances used by pioneer farmers. The opportunity afforded farmers and interested visitors to study ancient agricultural methods was not limited to exhibits from this State: the John Deere Company actually assembled plows from all over the world.

Exponents of visual education could feast their eyes on still other pioneer exhibits. The history of transportation ran the whole gamut of vehicles from the Indian travois

⁴² *The Des Moines Register*, August 21, Section H., p. 24, August 24, 25, 26, 1938; *Report of the Managing Director and Executive Secretary of the Iowa Centennial Board*, pp. 14, 15.

down to the prairie schooner and stagecoach. The exhibit of old buggies reminded many Iowans how far we have come in the past quarter of a century. The display of old-time autos was a gentler reminder of the passing years to the younger generation. In this horseless carriage exhibit several models of ancient vintage were on display, including a Frazer and a Locomobile dating back to 1897.⁴³

The railroads did their part to educate Iowans in the story of yesteryears. The Northwestern exhibited the *Pioneer*, the first locomotive to run out of Chicago and west of Lake Michigan. Placed in service in 1848, the *Pioneer* had been exhibited at such notable expositions as the Chicago World's Fair of 1893, the St. Louis World's Fair of 1904, and the Chicago Century of Progress of 1933-34. The Burlington Railroad contributed Locomotive No. 35 and its famous old-time railway mail car which made its first run in 1862. The Rock Island showed its midget Saddle Back No. 3, the sole survivor of forty locomotives of this type used back in the eighties. Next to it was shown its modern oil-burning brother, measuring over 100 feet in length. Other noteworthy transportation exhibits were fifty years of bicycle history and fifty years of horse-racing sulkies.⁴⁴

Outstanding among the historical exhibits were the four period rooms which attracted hordes of visitors. Special guards were required to keep the immense crowd moving steadily past these unique displays sponsored by the Iowa Federation of Women's Clubs. The pioneer cabin was shown by Burlington, the Civil War period room by Ottumwa, the Reconstruction period room by Fort Dodge, and the New Century room by Ida Grove. The judges of

⁴³ *Greater Iowa*, July, 1938; *The Des Moines Register*, August 7, 21, Section H, pp. 22, 27, 30, 1938.

⁴⁴ *Greater Iowa*, July, 1938; *The Des Moines Register*, August 21, 1938, Section H., p. 12.

the historical rooms were warm in their praise of the work done by the various women's clubs. The judges declared: "All four exhibits are of a remarkable high standard. It is one of the finest [exhibits] ever attempted at the State Fair. Several generations may pass before anything comparable is shown. As an educational feature the exhibit is unique."⁴⁵

Almost as popular were the period dresses also exhibited by the Iowa State Federation of Women's Clubs. Some of these were truly historic, such as those once worn by Kate Shelley, Mrs. William A. Sunday, Abbie Gardner Sharp, and Mrs. Mary B. Welch. Others were worn by such notables as Ruth Suckow, Mrs. Henry C. Wallace, Mrs. Carrie Chapman Catt, and Mrs. Ida B. Wise Smith. The latter contributed a dress worn in 1934 at the world W. C. T. U. convention at Stockholm, Sweden, held under the patronage of Crown Prince Gustaf Adolf.⁴⁶

There is little doubt but that the Centennial features were in large measure responsible for the success of the State Fair in 1938. "Never in the history of the Iowa State Fair", Secretary A. R. Corey declared, "have we received so many complimentary letters and so many complimentary press notices regarding the fair as we have this year." It was not merely newspaper comment which caused the capable Secretary to make this sweeping statement. According to Mr. Corey:

We had the parties in charge of the Centennial exhibits—such as the exhibit of the railroad locomotives, the Centennial exhibit

⁴⁵ A complete four-page description of each of the rooms was passed out by the Iowa Federation of Women's Clubs. In *The Iowa Clubwoman* for September-October, 1938, Mrs. Eugene Cutler reproduced this description, together with pictures of the various rooms. The judges were William J. Petersen, State Historical Society of Iowa, Chairman; O. E. Klingaman of the Historical Department, and Charles J. Ritchey of Drake University.

⁴⁶ See *The Iowa Clubwoman*, September-October, 1938.

tent, which housed the exhibits showing the history of the harvesting machine, thresher, the plow, and the farm tractor, as well as an extensive exhibit of vehicles used in transportation during the past one hundred years, and the exhibit in the Centennial room in the grandstand and Educational Building, which housed the exhibit of pioneer rooms and old gowns — make a check and estimate of the people who passed through these exhibits; and while these figures are only estimates, we feel they are fairly accurate. The Rock Island Railroad checked the number of persons passing through their large locomotive. They checked 155,000 persons. They also passed out over 300,000 post cards at their headquarters near this exhibit. The check on the Centennial exhibit tent showed that approximately 224,000 people passed through this tent. The check on the Centennial exhibit room in the Educational Building in the grandstand showed that 216,000 people passed through this exhibit.

No finer testimony could be given of the genuine interest of Iowans in the Centennial State Fair.⁴⁷

A SUMMARY

The celebration of the Centennial of the Territory of Iowa was a success in every way. By parade, by pageant, and by historical displays, the citizens of the Hawkeye State were enabled to catch a panoramic view of the historic development of their native State from the day when the mound builder performed his ceremonial dance on the towering bluffs overlooking the Mississippi to the day when youthful jitterbugs performed the equally devious steps of the Big Apple. This striking success in the face of almost insuperable obstacles must be attributed in large measure to the energy and enthusiasm of J. R. Bahne, J. C. Hammond, Robert Burlingame, and the members of the Executive Committee who faithfully and efficiently carried out the mandate of the Iowa Centennial Committee and the

⁴⁷ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, p. 12.

General Assembly. Nor should one forget the fine spirit displayed by Iowans everywhere: without their hearty coöperation the Centennial itself would have been impossible.⁴⁸

Lieutenant Governor John K. Valentine considered that the Centennial Committee had performed "a wonderful job in view of the absence of a specific appropriation." Richard H. Plock believed the Centennial celebrations had emphasized the fact that Iowa was a "truly great state" of "tremendously rich background" that was only now "reaching maturity". He believed the Committee had made "a great contribution in the matter of 'selling' Iowa to Iowans." James R. Rhodes of the *Newton Daily News* felt that the Committee had done "good work" all year while Don J. Reid of the Iowa Press Association considered that the Managing Director and Executive Secretary had staged a "real centennial observance". Dr. Benj. F. Shambaugh of the State Historical Society of Iowa was impressed with the Committee's "courteous, intelligent and efficient" handling of the Centennial. "Your initiative in

⁴⁸ In making their report to the Iowa Centennial Committee Mr. Hammond and Mr. Burlingame expressed their grateful indebtedness to the following: State Fair Board; Works Progress Administration of Iowa; Executive Council; Iowa Department of Agriculture; Historical, Memorial and Art Department; State Historical Society; Department of State; State Motor Vehicle Division; State Printing Board; State Highway Commission; State Emergency Conservation Works; State Conservation Commission; State Planning Board; Department of Justice; Department of Public Instruction; Office of the Clerk of the Supreme Court; State House Custodian; State House Post Office; State Library; Board of Assessment and Review; 4-H Boys' and 4-H Girls' Clubs; State University; Association of Commercial Organization Secretaries; County Fair Managers' Association; Iowa Press Association; Daily Press Association; State Federation of Women's Clubs; American Legion Auxiliary; State Teachers Association; Iowa Manufacturers Association; Associated Press, United Press, International News Service, and Transradio Press Service; radio broadcasting stations of Iowa; Des Moines Chamber of Commerce; Greater Des Moines Committee; Des Moines Jewish Community Center; committees in charge of local observances; newspapers which published centennial editions; members of the official Speakers' Bureau; and members of all subcommittees of the Iowa Centennial Committee.

arranging newspaper publicity and community celebrations", he declared, "is responsible for a very wide-spread and deep-seated interest in the history of our Commonwealth."⁴⁹

It was thus, with the praise of Iowans ringing in their ears, that the Iowa Centennial Committee closed its office in Des Moines and looked back with genuine satisfaction to eight months of strenuous activity in carrying the Centennial into virtually every home in Iowa.

WILLIAM J. PETERSEN

THE STATE HISTORICAL SOCIETY OF IOWA
IOWA CITY IOWA

⁴⁹ *Report of the Managing Director and Executive Secretary of the Iowa Centennial Committee*, p. 34, 35.