

Business, Industry, Labor

Among the earliest Iowa periodicals were several that owed their existence mainly to the eagerness of the new settlers to encourage immigration from the East. They were "booster" magazines, printed monthly but in newspaper form. One of the earliest of them was the *Frontier Guardian* (1848-1852), of Kaneshville, now Council Bluffs. Three others were *Emigrant's Guide* (1869-1871), of Davenport; *North-Western Real Estate Guide* (1870-1872), Sioux City; and *Iowa Real Estate Register* (1871-1874), Fort Dodge. Most important of the later periodicals designed to promote Iowa real estate was a monthly published at Traer (1896-1928), *Farm and Real Estate Journal*.

A curious monthly was conducted in Des Moines by Thomas G. Orwig. It was called *Industrial Motor*, and according to its prospectus it was designed to be a helping power to the industrious." It added persuasively: "Whoever you are, whatsoever your calling, wherever you live, we feel confident that the *Motor* can interest and benefit you." This was essentially an advertising sheet, with eight newspaper-size pages and a subscription price of fifty cents a year. It lasted from 1872 to 1879.

It was not until after the turn of the century that journals pointing to an interest in manufacturing appeared in Iowa. *Iowa Factories* was published by the Iowa State Manufacturers' Association in Des Moines 1912-1917. But the most important magazine in this field was, and is, Russell F. Lundy's *Iowa Business and Industry* published in Des Moines since 1945. It is a handsome monthly quarto and is edited by James K. Crawford. It includes a section called "The Iowa Purchaser," which acts as the organ of two purchasing agents' associations. The magazine's circulation is partly "controlled."

Dubuque had a monthly *Trade Journal* from 1881 to 1907, long under the management of A. Munsell. A magazine of the same name, and also a monthly, was begun in Des Moines in the same year as the Dubuque journal; this appears to have been discontinued in 1885, and then still another *Trade Journal* to have been started the next year, to continue until 1898.

W. J. Pilkington's *Merchant's Trade Journal* was founded in Des Moines in 1903, and seven years later it claimed a circulation of 40,000 and was fat with advertising. In the years 1916-1917 this monthly gave birth to triplets — three periodicals aimed respectively to serve furniture, hardware, and drug merchants. All these soon perished, but the operation was carried on by Arthur L. Brayton, and later by Arthur I. Boreman and

his son Kenner I. Boreman, as the *Dry Goods Merchants' Trade Journal*, shortened in 1936 to *Dry Goods Journal*. Then, in 1937, it resumed its old title, *Merchants' Trade Journal*, and is still published under that title by the Boreman Company.

A notable bankers' journal for many years has been the *Northwestern Banker*, a large quarto of 52 pages published monthly in Des Moines since 1895. It has published news and advertising of banks and banking in Iowa and neighboring states. In June, 1908, it reported: "Iowa has more banks and its Bankers' Association more members, than any other state in the Union." The *Iowa Business Digest* is a journal published monthly at Iowa City by the Bureau of Business and Economic Research of the University's College of Commerce.

Clifford DePuy's *Underwriters' Review* was begun in Des Moines as a semimonthly; it is now a prosperous monthly. DePuy also founded, in 1895, the *National Economist*, a journal devoted to fraternal insurance. Sold to Harmon R. Taylor, of Cedar Rapids, in 1922, its title was altered three years later to *Fraternal Field*, and so it continued until 1951. The *Western Economist* (1895-1905) was B. W. Blanchard's Des Moines journal. In West Des Moines, the *Leader's Magazine* (begun as *Leader's Digest* in 1938) is designed for insurance salesmen.

Business magazines directed to special fields of retailing usually find a large part of their circulations in "controlled distribution" (that is, in copies sent free to dealers), and derive their profits from advertising aimed at such readers. This does not mean that the magazines are mere advertising pamphlets; the more attractive and better edited they are the better media they become for advertisers. Des Moines has at present three such monthlies — *Iowa Lumber Dealer*, begun in 1935; *Westernews*, for food and grain dealers, founded in 1936; and the *Iowa Food Dealer*, organ of the Iowa Retail Food Dealers' Association. The last named, founded in 1932, reports only a small part of its circulation as "controlled." An early specialized trade journal was the *Northwestern Hotel Reporter* (1884-1890), of Des Moines.

The Order of Railway Conductors has published its national organ at Cedar Rapids since 1879, first under the title *Railway Conductor*, and since 1956 as *Conductor and Brakeman*. It is a labor union monthly, but broader in scope than that designation indicates. *Russell's Railway Guide*, also issued from Cedar Rapids, was really not a magazine in any sense, but a comprehensive collection of railway schedules, with a national circulation. Since 1927 it has been *Russell's Official Motor Coach Guide*, thus answering to the change in popular transport. But the earliest railway periodical in Iowa was, apparently, E. O.

Armstrong's *Railroad Reporter* (1883-1887), of Council Bluffs, printed weekly with four newspaper-size pages.

The *Iowa Auto Dealer's Bulletin* was a Des Moines monthly of 1919. It underwent various changes in title and ownership, but has been published since 1950 by the Iowa Automobile Dealers' Association as *Iowa Auto Dealer. Trucks* published a few numbers in Des Moines in 1920; the *Trucker* was a Sioux City monthly 1928-1942; and since 1943 the Iowa Motor Truck Association has published its *Motor Truck News* monthly in Des Moines. Wesley Day is its editor.

Two periodicals devoted to construction work are published in Cedar Rapids. One was founded in 1906 as *Buildings*, a monthly devoted to the maintenance and operation of buildings; it now publishes 12 numbers yearly of *Building Specialties and Home Improvement Dealer*, and an annual *Manual and Directory* of the trade. The other is a bimonthly begun in 1948, called *Construction Equipment Operation and Maintenance*, by Charles E. Parks. In Des Moines, the *Central Constructor* is a weekly published since 1928; only one issue each month is advertising-laden.

We must make an end to this cataloging of industrial and trade journals, and shall do so with mention of Dubuque's *Mining Review*, published monthly by R. L. Murphy — 1906-1912.

The field of the labor press in Iowa is compli-

cated by the fact that many of its periodicals, especially in the early years, were political organs, others were journals attempting statewide coverage of labor union activities, and still others have been devoted to such news on the local level.

W. H. Robb's *Independent American*, of Creston, announced itself as "Union Labor" when it began in 1877, but with party shifts it became a "Greenback" newspaper — of which Iowa had many — in a few years. The Burlington *Justice*, published by D. J. Wooding, was a Knights of Labor organ during its short life — 1885-1887. It called itself "the only great labor daily," but it had also a weekly edition. One of the early city labor papers was the Cedar Rapids *New Era*, a weekly of 1886-1890. William H. Bastian's *Union Advocate* was a Sioux City weekly of 1895-1940; a competitor in Sioux City was Wallace M. Short's *Unionist and Public Forum* (1927-1951). In Dubuque, the *Labor Leader* has been published since 1906, for many years under the editorship of Roland A. White; it dropped the word "Labor" from its title in 1925. The *Farmer-Labor Press* of Council Bluffs has been issued weekly since 1927.

The *Iowa Labor News* (1919-1962), F. E. McPartland, editor, was issued from Burlington with an ambition for statewide influence it never quite achieved. At Des Moines the monthly *Iowa Unionist* (1899-1937) was followed by the present weekly *Iowa Federationist* in 1947.