

# *The* **PALIMPSEST**



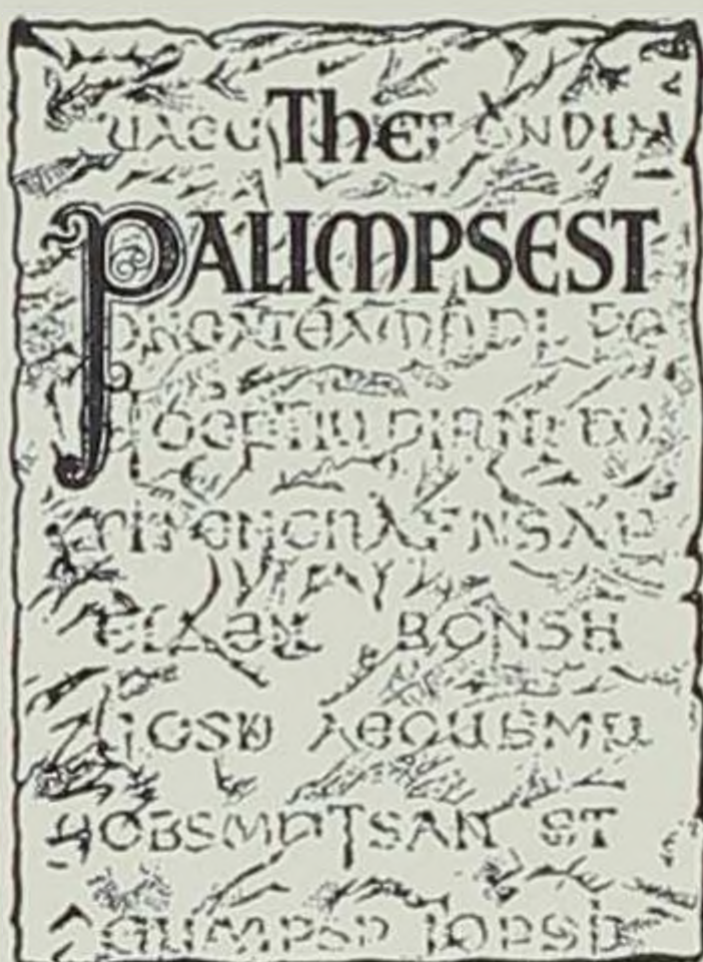
Eisenhower and Hoover in Des Moines

IOWA IN 1954

Published Monthly by  
**The State Historical Society of Iowa**  
Iowa City, Iowa

JULY 1955





## The Meaning of Palimpsest

In early times a palimpsest was a parchment or other material from which one or more writings had been erased to give room for later records. But the erasures were not always complete; and so it became the fascinating task of scholars not only to translate the later records but also to reconstruct the original writings by deciphering the dim fragments of letters partly erased and partly covered by subsequent texts.

The history of Iowa may be likened to a palimpsest which holds the record of successive generations. To decipher these records of the past, reconstruct them, and tell the stories which they contain is the task of those who write history.

# Contents

# IOWA IN 1954

GEORGE S. MAY

The Weather	237
The Political Campaign	242
Religion and Education	253
Industry and Agriculture	261
The Web of Life	271

*Cover*

*Front*—On August 30, President Dwight D. Eisenhower and former President Herbert Hoover arrived in Des Moines where the President delivered a speech at the State Fair.

*Back—Outside (Top):* In observance of the Iowa State Fair Centennial, a caravan went from Fairfield, the site of the first Fair, to Des Moines, using the same forms of transportation that were available to the pioneers in 1854.

(Bottom): The wreckage of the Braniff airliner which crashed on the Harold Markwardt farm, 18 miles southwest of Mason City, on August 20. Twelve of the 19 persons aboard died.

All illustrations, unless otherwise noted, are courtesy of the Des Moines *Register and Tribune*.

*Author*

George S. May is Research Associate with the State Historical Society of Iowa.

ENTERED AS SECOND CLASS MATTER JULY 28 1920 AT THE POST OFFICE AT  
IOWA CITY IOWA UNDER THE ACT OF AUGUST 24 1912

PRICE — 15 cents per copy; \$1.50 per year; free to Members

MEMBERSHIP — By application. Annual Dues \$3.00

ADDRESS — The State Historical Society, Iowa City, Iowa



# THE PALIMPSEST

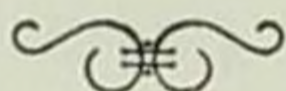
EDITED BY WILLIAM J. PETERSEN

VOL. XXXVI

ISSUED IN JULY 1955

No. 7

*Copyright 1955 by The State Historical Society of Iowa*



## The Weather

Iowa weather during 1954 followed its usual unpredictable pattern. Located in an area where air masses from Canada, the Gulf of Mexico, and the Pacific Coast mixed, the Iowa forecaster had a more difficult time than many colleagues in other sections of the country who usually had to chart the course of only one of these major weather ingredients.

The year began warm and dry. Temperatures in February were the warmest on record for that month. Some farmers even began their spring plowing and planting. The dry spell, meanwhile, lasted from December, 1953, to February, 1954, with precipitation in southwest Iowa averaging only 2 per cent of the normal amount. Much of southern Iowa, with its water levels already greatly depleted by the drought of the previous year, was forced to resort to water saving measures.

Heavy rains throughout the state on February 19 and 20 ended the dry spell. A few days later the unseasonably warm weather also ended. The



heaviest snow of the winter blanketed northern and central Iowa on February 25, with Cedar Rapids receiving 20 inches. March was cold and wet. In mid-month a heavy sleet storm, together with strong winds, knocked out telephone and power lines in many parts of the state. At the peak of the storm 100 communities were without telephone service.

Twelve tornadoes struck at scattered points in April. The most severe damage occurred on the last day of the month when five tornadoes swept across eastern Iowa, resulting in the death of a woman near Fort Madison, and injuries to nine others elsewhere. Over 120 farmsteads, homes, and other buildings were badly damaged. Livestock losses were heavy, with 100 hogs on one farm near Letts being killed. A farmer near Rockwell City was killed by a tornado in June.

Nor was Iowa to escape from the scourge of floods. In mid-June torrential rains drenched the northern part of the state. The heaviest amounts came on June 18 when Woden recorded an unofficial 10 inches. A continuous series of thunder-showers took place over a four-day period. At one time an estimated 725,000 acres of land were covered with pools of water which did not drain off in some cases for over two weeks.

The heavy rains forced many rivers out of their banks. Considerable flooding took place along the Floyd, the Rock, and the Little Sioux rivers, the



floods in the lower Little Sioux being the most prolonged since 1891. The most spectacular flooding was along the Des Moines River, which, on June 24, crested at 30.19 feet at the Second Avenue gauge in Des Moines. This compared with the previous high of 27.3 feet in 1903 and a reading of 26.5 feet during the disastrous 1947 flood. More than 7,500 persons were evacuated from their homes. Des Moines was better prepared this time, however, and the crisis was passed with no major breaks in the dikes and levees.

City Manager Leonard Howell congratulated Des Moines residents on the splendid work which they performed during the emergency. An estimated 1,000 boys, ranging in age from 10 to 17, helped out on the levees and in filling sandbags during the critical June 23-24 period. State Adjutant General Fred C. Tandy remarked, "They were wonderful. Sometimes you'd see a little guy tugging a sandbag that weighed about as much as he does." Downriver at the John Deere plant in Ottumwa sandbags were filled mechanically and taken on a carrier belt to trucks which transported them to the levees.

Fortunately, only two persons lost their lives as a result of the floods while 22 were injured. The Red Cross reported that 1,600 homes were damaged and 160 destroyed by flood waters, much less than losses suffered in previous floods of lesser size. Between \$7,000,000 and \$10,000,000 in



crop damage was suffered along the Des Moines, Raccoon, Skunk, Iowa, and Cedar rivers. The Soil Conservation Service reported that 387,000 acres of crops were destroyed by floods and standing water. Some 55,000,000 tons of soil were washed away.

The floods had not passed before the state was sweltering in the midst of hot weather. The heat wave, which lasted from late June through most of July, was described as the most prolonged since the summer of 1936. Temperatures over 100 degrees were recorded at many points, sometimes for several days at a time. An official 108 at Red Oak on July 13 was the year's hottest thermometer reading in Iowa.

Dry weather accompanied the heat, with serious consequences for some farmers in southern Iowa where moisture had been scarce for over a year. Residents of Shenandoah and Centerville called in rainmakers in a desperate effort to bring water. Some rain did fall, but it was difficult to determine if it was the result of natural or artificial causes. Relief came in August which was the wettest on record. Crop prospects improved considerably in the north, but the rain came too late to help many cornfields to the south.

The remainder of the year was relatively uneventful, although a hailstorm in September caused crop losses in Plymouth County estimated at \$1,100,000. A mild fall permitted farmers to



harvest crops through the month of November. This compensated for the difficulties which the weather had imposed upon them earlier in the season.

GEORGE S. MAY



## The Political Campaign

In 1954 Iowans settled down to their biennial task of electing state and local officials and representatives to Congress. The primaries in June presented few problems for Democrats, particularly regarding the major offices. In both the Gubernatorial and Senatorial races two familiar names stood alone on the ballot. In January, Clyde E. Herring, son of a former Democratic governor, announced that he would seek the Governorship. Herring declared it was "time for a change" after fifteen years of Republican administrations. The Burlington *Hawk-Eye Gazette* called Herring "one of the most formidable men the Democrats have put up for a long time."

Shortly afterwards, incumbent Senator Guy M. Gillette announced that if Iowa Democrats supported his candidacy for re-election in 1954, and Iowans "wish me to continue to serve them in the United States Senate, I shall do my utmost to serve them worthily." A number of papers felt that Gillette's age would work against his candidacy. They noted that he would be nearly 82 at the end of another six years. However, the predominantly Republican press agreed that in Herring and Gillette the Democrats would have an



unusually strong ticket. "The contest will not be one of those spiritless affairs in which 'any old Republican' can win," warned the Marshalltown *Times-Republican*.

On the Republican side, the big question until March concerned the intentions of Governor Beardsley. In February Beardsley announced that he would not seek to become Iowa's first four-term Governor, but he did not say if he would run for the Senate, as many were predicting. Congressman Thomas E. Martin of Iowa City, who had tossed his hat into the ring in March, 1953, was the only avowed Republican candidate for the Senate.

On March 3, Beardsley announced, to the amazement of many of his friends, that he was not a candidate. Willard Archie, writing in the Shenandoah *Sentinel*, expressed regret that the Governor had decided not to run for the Senate because "in my opinion he was a certain winner." The Mason City *Globe-Gazette*, a sharp critic of Beardsley, disagreed completely with this view. Other papers commented that although Beardsley was retiring his political influence would remain great.

After Beardsley's announcement, former Governor Robert D. Blue, former state American Legion commander Dudley Weible, and two prominent Republican women, Mrs. Hiram C. Houghton and Mrs. Raymond B. Sayre, admitted



that they were considering running for the Senate, but in a few days all withdrew their names from the field. Tom Martin was thus the only Republican to file for the nomination. The 61,000 signatures which he submitted was the largest number ever presented on nominating petitions.

Meanwhile, six men sought the GOP nomination for Governor. They were former Lieutenant Governor William H. Nicholas of Mason City, Speaker of the House William S. Lynes of Waverly, State Representative Ernest Palmer of Fort Madison, A. B. Chambers, former mayor of Des Moines, Ben Ellsworth, an Ottumwa lawyer, and Attorney General Leo A. Hoegh of Chariton.

Hoegh did not formally enter the race until February, but he was at once recognized as one of the strong candidates. Many believed that none of the candidates would receive the 35 per cent of the vote necessary to nominate and that the choice of a Republican nominee would therefore be left up to the state convention. The Davenport *Times* commented that there might as well be a dozen names on the ballot "since the voter's confusion would be no greater."

To gain attention the six candidates resorted to various devices. William Nicholas had the unique idea of conducting a contest for youngsters under 18 years, the entrants to complete in 100 words or less the statement: "I think W. H. Nicholas would make a good governor because ——."



More orthodox was the effort to create interest through discussion of issues. Such matters as financing highway improvements and aid to schools loomed large. The liquor-by-the-drink issue was advocated by A. B. Chambers who maintained that "the only group solidly against me is the bartenders organization of Omaha." Hoegh, who, as Attorney General, had carried on a vigorous campaign to enforce the liquor laws, was hailed by some temperance leaders as the drys' candidate, a claim which was hotly contested by Nicholas and his supporters. Lynes and Palmer took middle-of-the-road stands on the liquor issue, both contending that the legislature, not the governor, made the laws. This was true, the *Cedar Rapids Gazette* admitted, but it was also true "that a governor, if he is worthy of the title, has considerable influence with the legislature."

Toward the end of the campaign, as Hoegh's strength became apparent, efforts were made to stop him by identifying him with the existing administration. Ernest Palmer charged that Hoegh was "the hand-picked candidate of Gov. William S. Beardsley's organization." William Lynes, who maintained that balancing the state's budget was the important issue, declared that only a new administration could accomplish this. "When I say it will take a new administration," he added, "I mean just that."

When the votes were counted Hoegh won, car-



rying 76 counties and receiving 39.2 per cent of the votes cast, thus removing the possibility that a state convention would choose the GOP's candidate. Palmer, Hoegh's sharpest critic in the campaign, at once pledged his support, declaring: "I'll be working for a great Republican team — Tom Martin and you." The *Waterloo Courier* called Hoegh's triumph "an astounding accomplishment." It was, the paper felt, "a smashing success" for the dry forces, and for the political organization built by Governor Beardsley.

Dayton Countryman of Nevada won the Republican nomination for Attorney General over two opponents. Other Republican incumbents in the executive department were renominated, with the exception of David B. Long of the Commerce Commission. In the principal Congressional contest, State Representative Fred Schwengel of Davenport defeated Senator Herman B. Lord of Muscatine in a close race for the Republican nomination in the First District to succeed Tom Martin. All other seven incumbent Republican Congressmen were renominated. Only H. R. Gross of Waterloo was opposed, and he won handily.

In the legislative races 13 incumbents in the House and 2 in the Senate unsuccessfully sought renomination. Voters were assured of choices between Republican and Democratic candidates in all but two districts — the 35th Senatorial District, where incumbent Democrat, Arnold Utzig



of Dubuque, was unopposed, and the 50th Senatorial District, where Guy G. Butler of Rolfe was the unopposed Republican candidate. In 1952 the Democrats had not contested 11 of the 30 Senate seats and 31 of the 108 House seats which had been at stake.

The issues of the campaign were outlined at the party conventions in July. Both parties demanded an accelerated primary and secondary road building program. Both called for increased state aid to schools with 25 per cent of public school operating costs as the goal. Neither party suggested how the state was to raise the money to finance these activities.

The statements regarding taxes were of little help since the Democrats had no such plank, while the Republicans only said they opposed higher state income taxes and the levying of a state property tax. Both parties agreed on the need for legislative reapportionment. Sharp disagreements were revealed on farm and labor issues, however. The Republicans ignored the union shop demand, whereas the Democrats called for the legalization of this major labor objective. The Republican platform supported the flexible farm price support program of the Eisenhower administration, while Democrats demanded 90 per cent of parity on basic crops.

Some observers called the fall campaign the hardest fought off-year election contest in Iowa's



history. The struggle between Gillette and Martin assumed national importance since the United States Senate was so evenly divided that a victory in Iowa might well give the winning party control of the upper house.

Both parties brought in outstanding national leaders to plead their case. Vice-President Richard Nixon and Secretary of Agriculture Ezra Taft Benson were among the Republican speakers, while Senator Estes Kefauver and Adlai Stevenson made appearances on behalf of the Democrats. Republican hopes that President Eisenhower would speak for the party in Iowa were not fulfilled. The question of whether or not Senator Joseph McCarthy of Wisconsin would come into Iowa in an effort to defeat Gillette had aroused much discussion, but as it turned out the Wisconsin Republican was too busy in Washington fighting for his own political life to do any campaigning.

In the Senatorial contest the farm question was the most important single issue with both men strongly supporting their own party's stand. But the fight also revolved about other matters. Republicans argued that a man of Gillette's age would not be able to give his constituents all the attention they might demand. Martin's energy was certainly proved by the backbreaking schedule which he set for himself, involving 165,000 miles of traveling, mostly by air, from the time he announced his candidacy in 1953.



Martin argued that Iowans should elect him to the Senate in order to demonstrate that they were really behind the Eisenhower administration. "The challenge of 1954," he told the state convention, "is to keep Republican control of congress. If the Democrats regain control, we will have a repeat performance of 1933 to 1953 of high taxes, wild spending, and starting wars that Democrats can't stop." Martin emphasized his membership on the "Eisenhower Team," and declared that Republican votes were needed in Congress if the President's program was to succeed. Vice-President Nixon told Iowans that "time after time" Senator Hickenlooper's vote in support of administration measures had been canceled by Gillette's vote.

Gillette pleaded "guilty" to the charge that he was not a Republican. But he said that the record showed that he had voted with Hickenlooper as much as against him, and that on certain parts of the Eisenhower program, such as reciprocal trade, he had supported the President while Hickenlooper had opposed him. Republican chairman Don Pierson recalled a speech Gillette had made in 1950 in which he said that it was essential that "the legislative department be of the same political complexion as that of the executive department." Gillette replied that all this was irrelevant; the campaign issue was the record of Congress and not President Eisenhower.



Age was no issue in the Gubernatorial contest since Leo Hoegh was 46 years old and his opponent, Clyde Herring, was only 39. In addition to being young men, both had won reputations as vigorous law enforcing officials, and both wore mustaches, thus assuring the state of its first governor in nearly 40 years who was not entirely clean-shaven. Both men likewise expressed support of labor's demand for the union shop. As a result of his stand on this issue, Hoegh reportedly incurred displeasure among conservative Republicans.

The sharpest split between the two candidates arose over the financing of Iowa's road program. Hoegh stood for a continuation of the existing pay-as-you-go system, but he would speed up construction by raising the gas tax one cent. Herring, on the other hand, advocated a \$175,000,000 state bond issue to be paid off from existing road taxes. Hoegh charged that this would cost the state \$60,000,000 in interest, but Herring replied that interest would be only half that amount.

Early in the campaign polls indicated that Hoegh and Gillette were the likely winners. *Wallaces' Farmer* in August declared that Hoegh and Gillette, at that time, each would receive 51 per cent of the farm vote, Herring and Martin 39 per cent, with the rest still undecided. In September the *Des Moines Register's* poll of all voting groups showed Gillette ahead of Martin by less



than 2 percentage points, while Hoegh led Herring by nearly 8 points. By October both polls showed Herring making rapid gains. Gillette now was far ahead of Martin in both polls.

At last, election day arrived. Leaders of both parties expressed confidence, but privately they conceded that they were uncertain of the outcome. One Marshalltown woman, apparently confused by the campaign oratory, put her head out of the voting booth and cried indignantly, "This isn't right. I won't stand for it. Why, Eisenhower's name isn't on this ballot."

When the votes were counted the Republicans had swept to victory in all the state executive offices while their control of the legislature, although not as overwhelming as in 1952, remained a comfortable one. The Gubernatorial race was the closest since 1936. Hoegh polled only 25,700 votes more than Herring out of a total vote of about 846,000 for the two men.

Iowa once again sent eight Republicans to the House of Representatives, but the big surprise to the red-faced pollsters was Gillette's defeat by Tom Martin. After the election Martin admitted that in early October "I wasn't doing so well. I knew that I had been on the way up ever since but I didn't know whether I had gotten back enough to win." However, Martin defeated Gillette by nearly 40,000 votes. When asked by *U. S. News and World Report* what he thought was the main



cause of his defeat, Gillette replied wryly, "Well, primarily it was that I didn't get enough votes." Gillette was not as strong in some labor areas as was expected, while the predicted swing of the farm vote to the Democratic candidate failed to materialize. However, Martin's victory was in large part of his own making. "Just get two people together," the indefatigable Senator-elect had told party workers, "and I'll be there to talk to them."

There was general agreement with the Des Moines *Register's* comment that the election showed "that the state continues to be Republican, that Iowans still like Ike and his administration, that most voters think it advisable for a Republican administration to have a Republican congress." On the other hand, the showing of the opposition party, the Cedar Rapids *Gazette* felt, "indicated that Democratic overthrow of state and county government in Iowa is not a fantastic possibility even in a non-presidential year." With 18 representatives in the lower house and 6 in the upper house in the next General Assembly, Democratic members, as political writer Robert Hogan put it, would no longer be able to caucus in a telephone booth.

GEORGE S. MAY



## Religion and Education

The year was a busy one for the churches and schools of Iowa as efforts were made to keep up with the needs of expanding memberships and enrollments. Many new churches were built and plans for others were announced. The Christian Church added new buildings and parsonages costing about \$1,000,000. Bishop F. Gerald Ensley reported that Iowa Methodists would build about 8 or 10 new churches during the year, while the Presbyterian Synod director, the Rev. Henry C. Schneider, said that 6 to 8 new sanctuaries were either being built or were in the planning stage. Spencer's new First Congregational Church won first prize for unfinished church buildings in the competition of the Church Architectural Guild of America. The Iowa Council of Churches made a special effort to promote church construction in Des Moines, Waterloo, and Davenport where population growth made it most necessary.

The Methodist Church completed a survey of its membership which revealed that it had 285,443 members, the largest number of any Protestant denomination in the state. Nearly 23,000 new members were admitted in 1954. There were now 948 Methodist churches valued at over \$51,000,000.



The United Lutheran Synod of Iowa observed its centennial at its annual convention in Davenport. The Iowa District of the American Lutheran Church likewise was 100 years old in 1954, as was its Wartburg Seminary, which had graduated 1,489 men into the ministry since its founding.

Of special interest to Iowa Protestants was the second meeting of the World Council of Churches at Evanston, Illinois, in August. Among the 191 official delegates from the major denominations in North America were four from Iowa. David B. Cassat, Dubuque businessman, and president of the National Council of Presbyterian Men, was a delegate from the Presbyterian Church in the U. S. A. The Rev. Holger O. Nielsen of Cedar Falls was the only delegate from the American Evangelical Lutheran Church. Mrs. Frank G. Brooks of Mount Vernon, national head of the Woman's Division of Christian Service of the Methodist Board of Missions, was a representative of her church. Dr. A. E. Haefner of Wartburg College was one of five delegates from the American Lutheran Church. Ten other Iowans were listed as "accredited visitors" to the meeting, while many others went to Evanston to listen to parts of the sessions which lasted over two weeks.

One of the best-known Catholic figures in the state, the Rev. P. M. Dobberstein, died during the year. His famous Grotto of the Redemption at West Bend, upon which he had been laboring for



many years, was still not completed at the time of his death. The Very Rev. Terence McDermott, a native of Eagle Grove, became the first American to head the ancient Dominican Order of the Catholic Church.

At the State University of Iowa, Dr. M. Willard Lampe, who had headed the School of Religion since its founding in 1927, retired, and was replaced by Dr. Robert Michaelsen.

A member of the Old Amish sect in Buchanan County was tried on a charge of refusing to take the oath of induction when he was drafted in 1953. Federal Judge William F. Riley dismissed the indictment, not because of the youth's religious convictions, but on the grounds that he had been denied all of his rights of appeal when he had originally been classified 1-A.

At Sioux City 5,000 delegates from Iowa and neighboring states met in a district assembly of Jehovah's Witnesses. A representative of the Watchtower Bible and Tract Society warned that the world was living "in the last days." He compared the effects of the H-bomb era to those of the flood in Noah's time.

During 1954, school problems remained numerous. Seventy-nine Iowa school teachers who had taught from 40 to 60 years, went into well-deserved retirement. Between 2,500 and 3,000 new teachers were needed to replace those who retired or left the profession, and to meet the demands of



a steadily rising enrollment. Less than half this number were graduated from Iowa's colleges and universities in June. "In the absence of an adequate number of fully qualified people who are making a career of teaching," President James W. Maucker of Iowa State Teachers College declared, "the class-rooms are being handled by people not fully qualified and people who have other responsibilities."

Stop-gap measures took care of most of the vacancies in the elementary grades where the most critical shortages had existed in past years. In 1954, however, high schools had difficulty securing instructors in women's physical education, home economics, music, English, and the sciences. Home economics teachers were so scarce that some schools were considering offering the subject in alternate years only.

By 1958 authorities predicted an enrollment of 635,000 in the state's public schools, over 100,000 more than in 1953-1954. In December the State Department of Public Instruction reported that Iowa's school districts must spend \$112,377,954 by September, 1959, in order to provide 3,620 new classrooms. This was an expensive program, but as the *Des Moines Register* pointed out, the total cost was only half that of the new supercarrier *U.S.S. Forrestal*.

The greatest need for new schools was in the large urban counties. Polk County needed to



spend \$18,500,000 by 1959 if its school system was to meet the anticipated rise in enrollment. The taxpayers of Cedar Rapids approved a bond issue of \$5,950,000 for two new high schools after school officials warned that the existing high schools soon might have to go on a two-shift schedule, half of the students attending school in the morning and the rest in the afternoon only. Added to an elementary school bond approved in 1953 this gave Cedar Rapids an \$8,700,000 school construction program.

Not all Iowa communities were as capable of handling the cost of new school needs as were the large cities, however, and so a demand arose for greater assistance from the state. The Department of Public Instruction announced that it would ask the next legislature to increase state aid to schools by \$15,749,000 a year. Most candidates for the legislature approved of increased state aid but wondered where the extra money would come from. It was also hoped that greater Federal assistance could be obtained. Assistant State Superintendent Paul F. Johnson told a Congressional committee "that this emergency cannot be met in Iowa without such assistance."

Meanwhile, school district reorganization advanced slowly, despite the reorganization law which went into effect in May, 1953. Dr. M. L. Cushman, professor of rural education at Iowa State College, declared that school districts in over



half the state's area operated no schools. Instead, the taxpayers in these districts used the school taxes to pay the tuition of school-age children at neighboring district schools. The taxpayers of these districts tended to oppose consolidation because of fears that such a step would mean increased taxation. The *Waterloo Courier* maintained that this problem was "much more serious than the average citizen realizes."

During 1954 Miss Jessie M. Parker rounded out 16 years as State Superintendent of Public Instruction. After a number of years of campaigning by Miss Parker, the legislature in 1953 established a State Board of Public Instruction with the office of Superintendent becoming an appointive, instead of an elective one. Miss Parker, who had been Superintendent longer than any other person in the state's history, left office widely respected by school officials and citizens alike. To succeed her, the new board appointed J. C. Wright, his appointment to begin in 1955. He had been superintendent for 14 years at Keokuk where he had directed a building program that gained national recognition.

In the field of higher education a shuffling of leadership also took place. After 14 years as president of Grinnell, Dr. Samuel N. Stevens resigned, as did Tom E. Shearer, who had been head of Parsons College since 1948. The new head of Buena Vista College was John A. Fisher, who had



held several important positions at Coe since 1946. At Simpson, Dr. William E. Kerstetter was formally installed as that college's fifteenth president.

Most of the same problems which beset public school administrators also haunted Iowa's college leaders. The freshman classes were 15.5 per cent larger than those of 1953. By 1959 the peak levels of 1949 were expected to be equalled, and as the children of the post-war era reached college age that peak was due to be left far behind in the following decade.

A report prepared by former State Senator Alden L. Doud of Douds for the legislative interim committee indicated that 5,000 more liberal arts students could be handled with the present facilities. Although the report made no recommendations, Doud, who accepted no pay for his efforts, felt that overcrowding, particularly at the state-supported schools, could be eased if "much greater publicity" was given to the available opportunities at the private colleges. The latter reported that they had room for 4,000 more students in their existing plants.

Capital improvements at private schools depend largely upon private donors. Simpson College launched a campaign to raise \$2,500,000 by its centennial in 1960. Cornell College received a grant of \$600,000 from the Olin Foundation to build a men's dormitory. President Russell D. Cole termed this gift "the key" in the school's am-



bitious reorganization program since the lack of rooming facilities for men had been handicapping the college's growth.

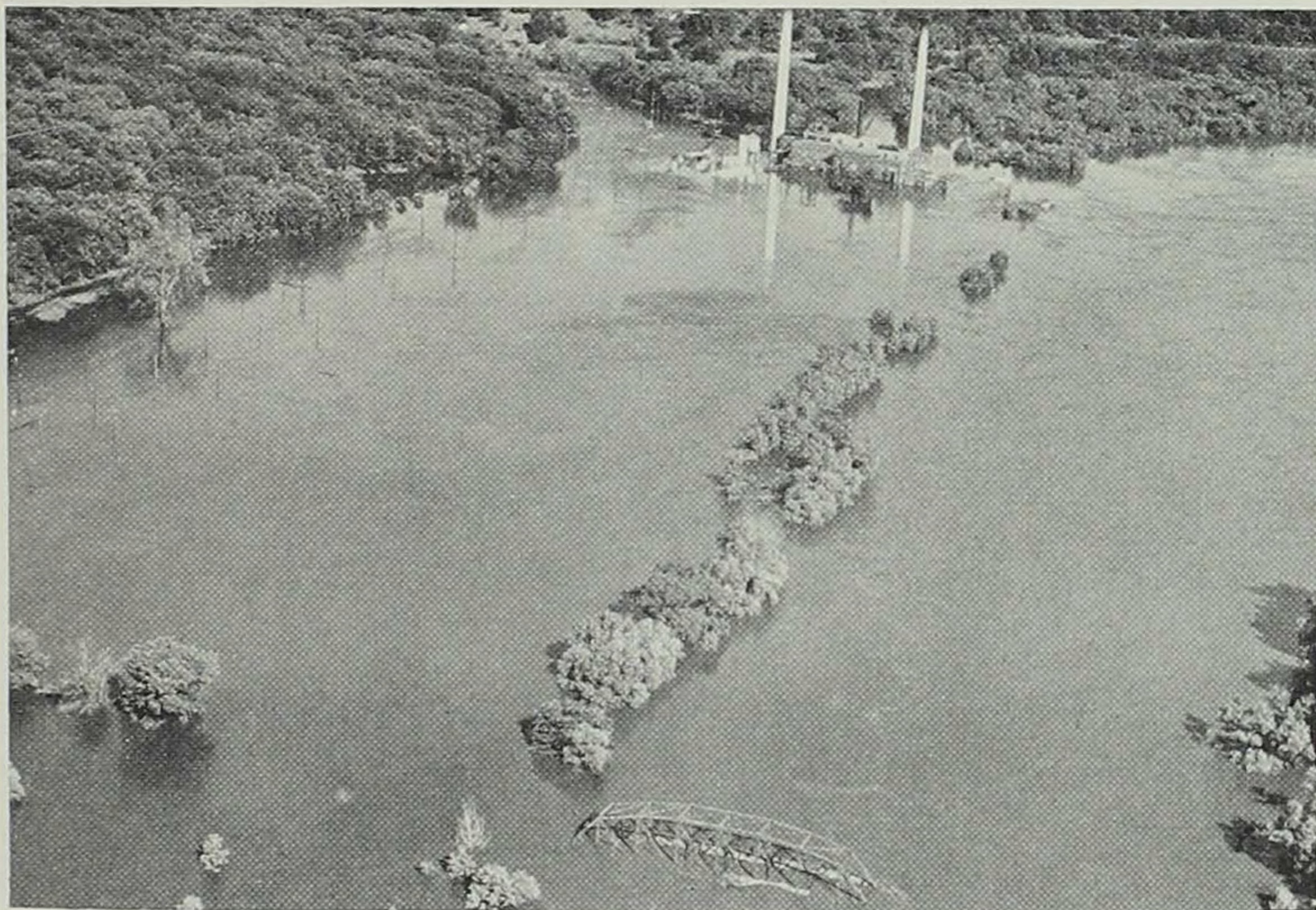
The State Board of Education requested that the next legislature appropriate \$6,156,200 a year for capital improvements at the state institutions, well over twice as much as was provided in 1953. However, officials always had to face the alarming possibility that inflation or war in the future would again upset the best laid plans. In 1945 Iowa State College had been authorized to build nine new buildings, but due to subsequent inflation only four had been constructed. Similarly, scarcely two-thirds of the University's post-war expansion program was finished as originally scheduled in 1954.

On a somewhat less serious side, some fans gave Iowa's football coach, Forest Evashevski, a Cadillac worth \$6,500 in appreciation for all he and his staff had "done for the university and state of Iowa." Many wondered if other University faculty members were not equally deserving of recognition.

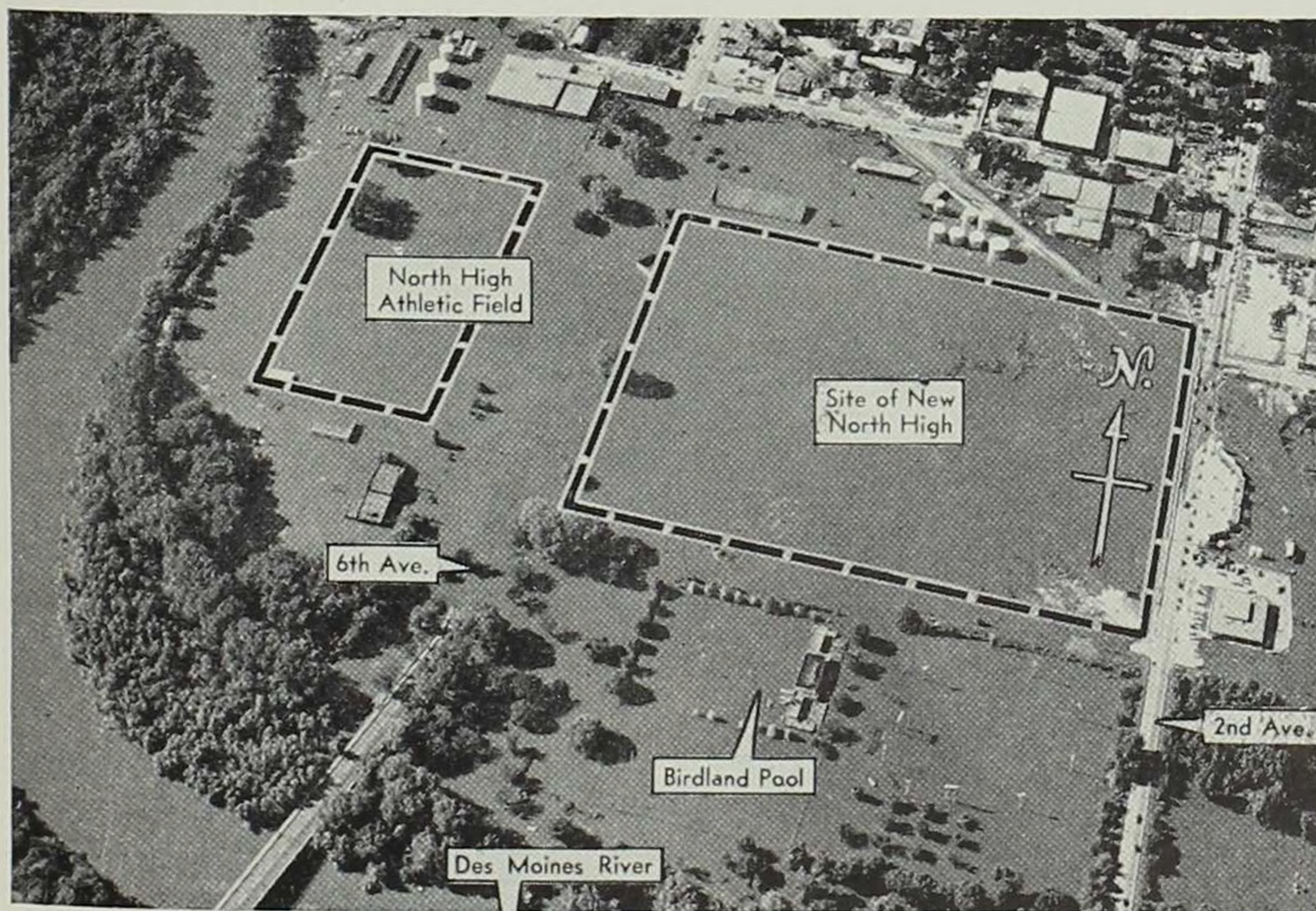
GEORGE S. MAY



## THE RAMPAGING DES MOINES RIVER



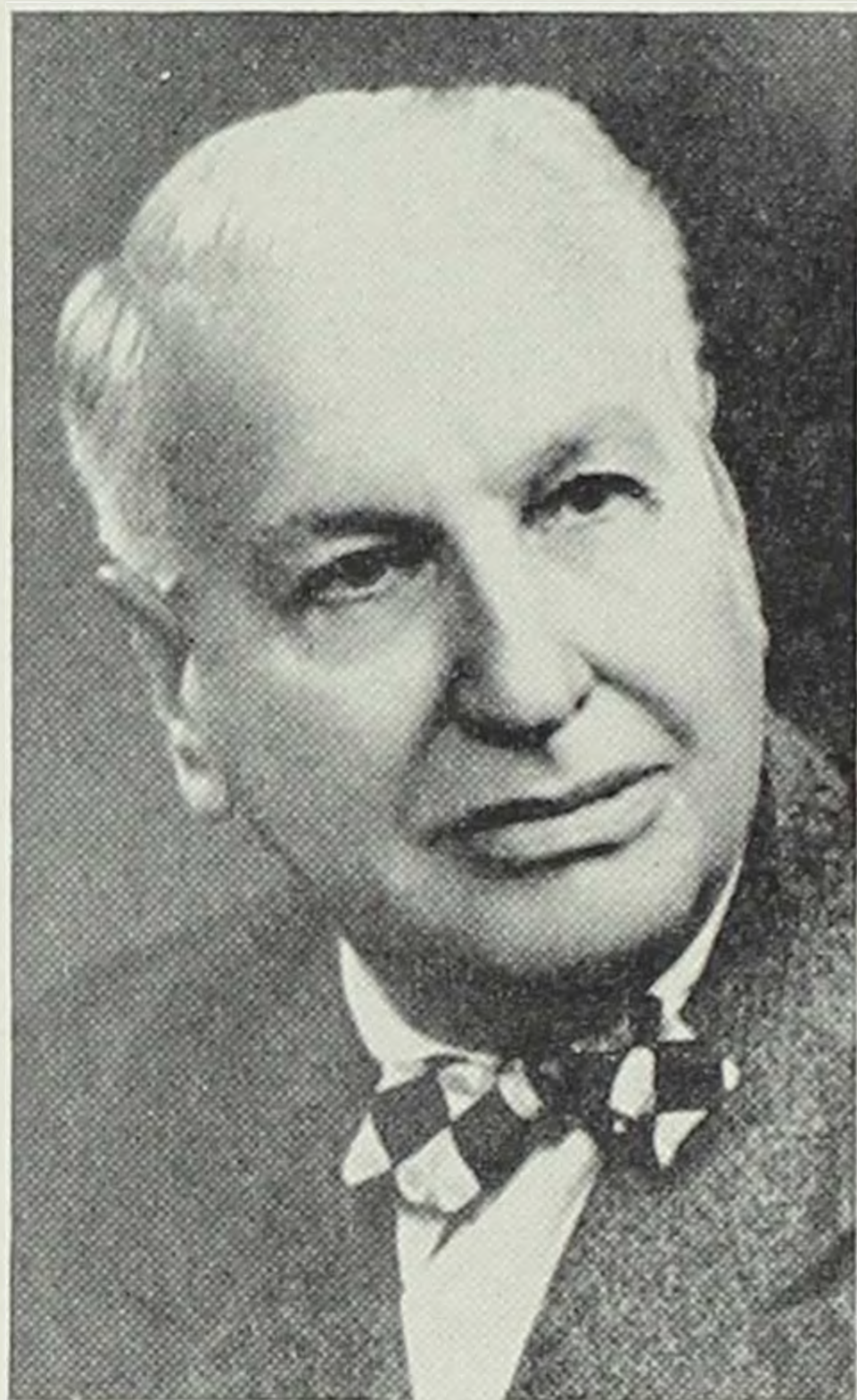
The power plant of the Fort Dodge, Des Moines and Southern Railroad, about 7 miles northwest of Boone, was surrounded by waters of the flooding Des Moines River in June. As a result the railroad had to suspend operations except for some diesel service. The bridge in the foreground indicates the river's normal channel.



Although the Des Moines River reached a record crest at Des Moines, the city was spared from a repetition of the damages inflicted by the flooding river in 1947. One area that was flooded, however, was the new North High School site and Birdland Park.



THE FOUR LEADING POLITICAL CANDIDATES  
U. S. SENATORIAL ASPIRANTS



GUY M. GILLETTE  
Democrat

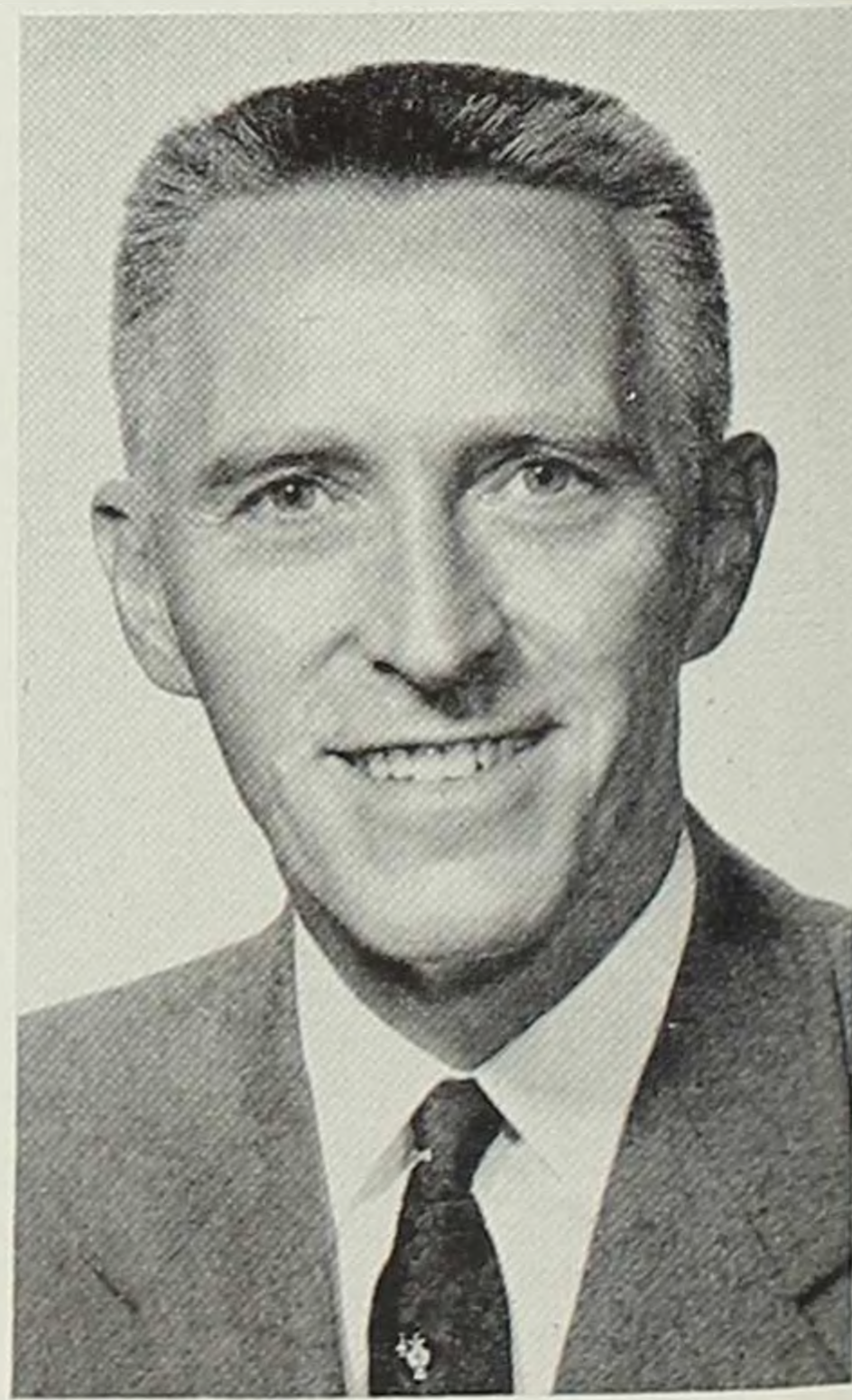


THOMAS E. MARTIN  
Republican

OPPONENTS FOR THE GOVERNORSHIP



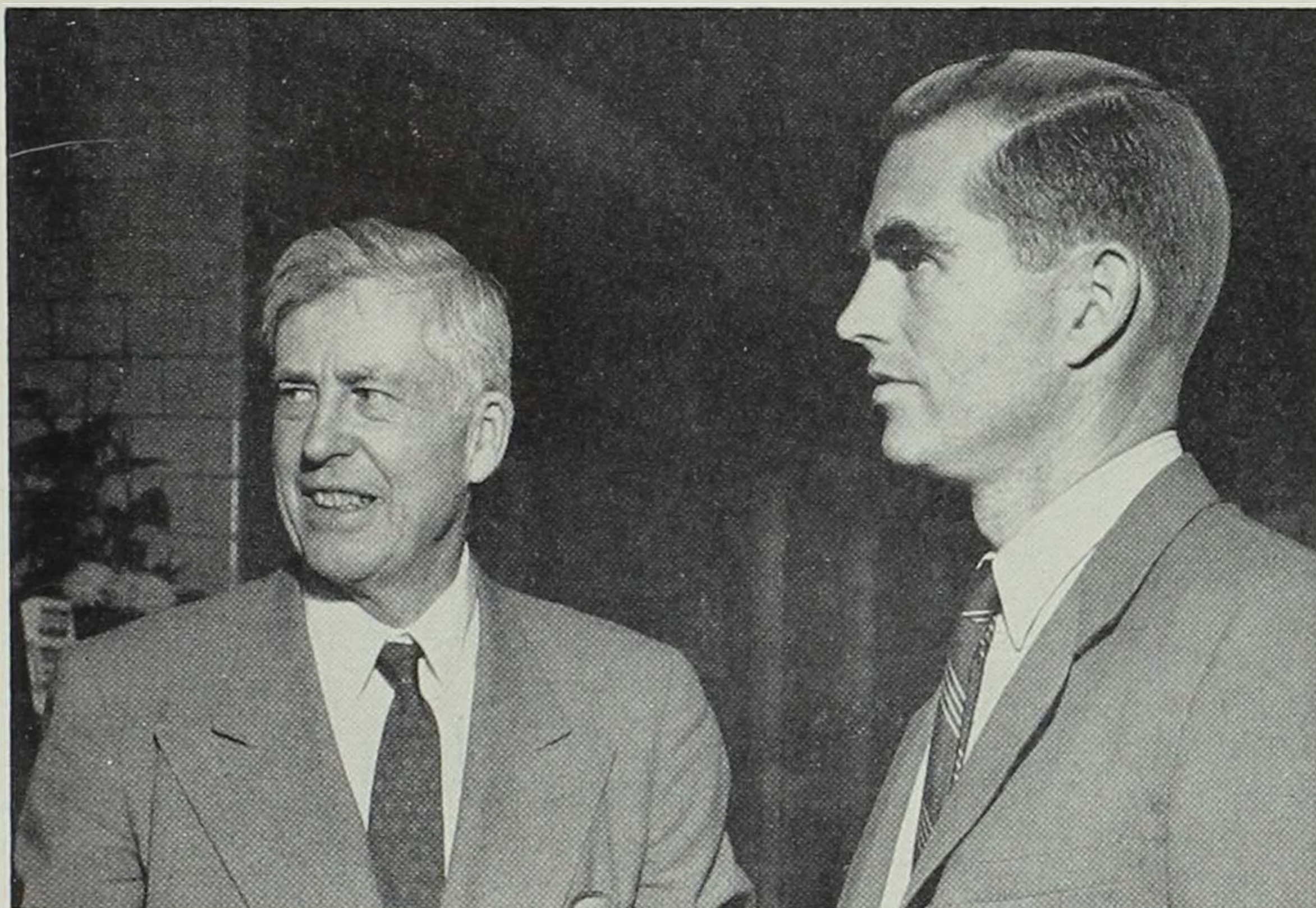
CLYDE E. HERRING  
Democrat



LEO A. HOEGH  
Republican



## FAMOUS VISITORS TO IOWA IN 1954



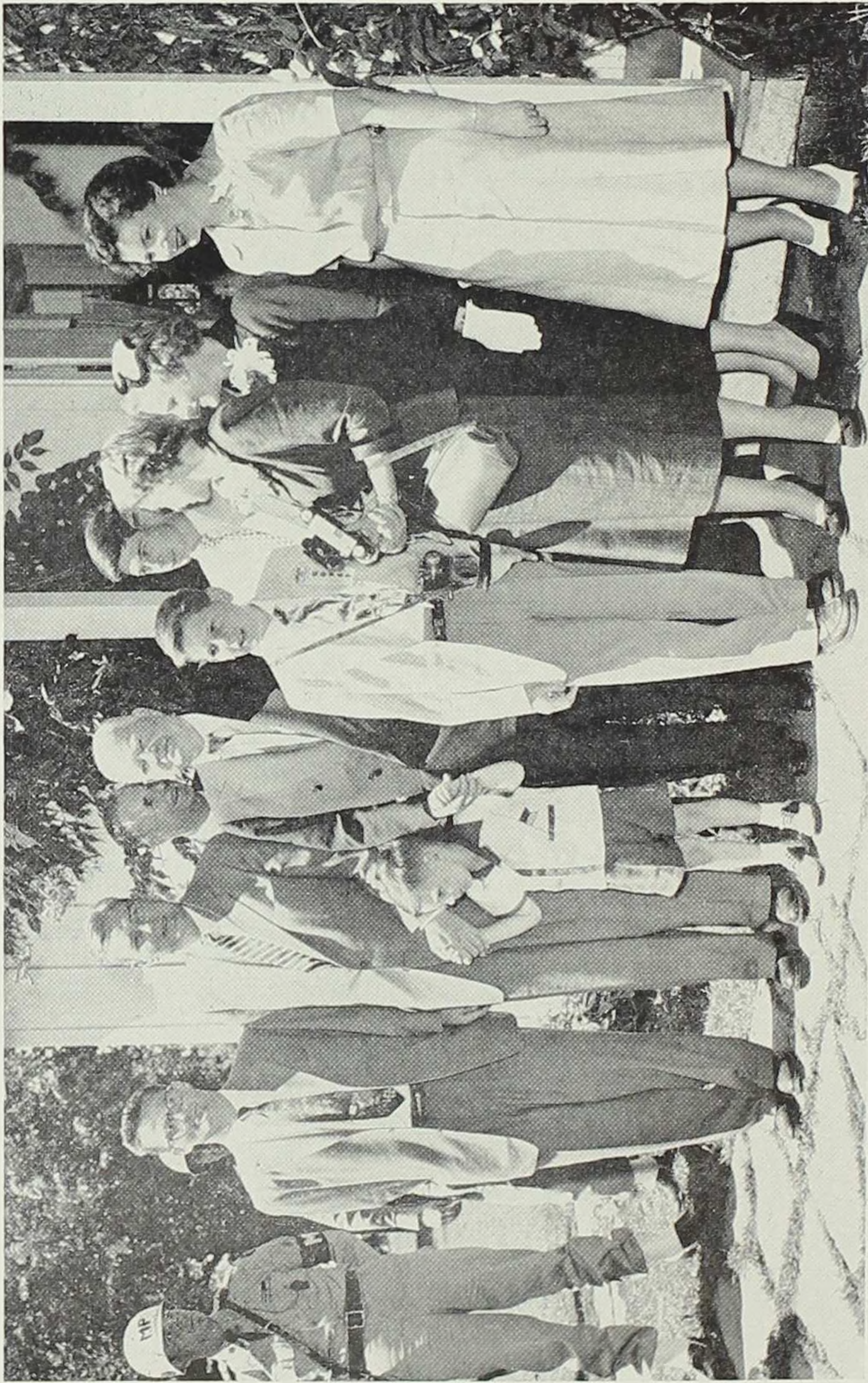
Henry B. Wallace (right) of Des Moines greets his father, former Vice-President and Secretary of Agriculture Henry A. Wallace, who returned to his home state to address the National Farm Institute at Des Moines.



Mrs. Mattie Lou Miller of Greeley, Colorado, mother of the famous bandleader Glenn Miller, searches county records in Clarinda for the date of her son's birth. James Stewart (right), who portrayed Glenn Miller in one of the year's top movies, his wife, Gloria, and Page County Clerk C. A. Apple help Mrs. Miller, who returned to Iowa for Clarinda's "Glenn Miller Day."



## HERBERT HOOVER AND HIS FAMILY ON HIS EIGHTIETH BIRTHDAY



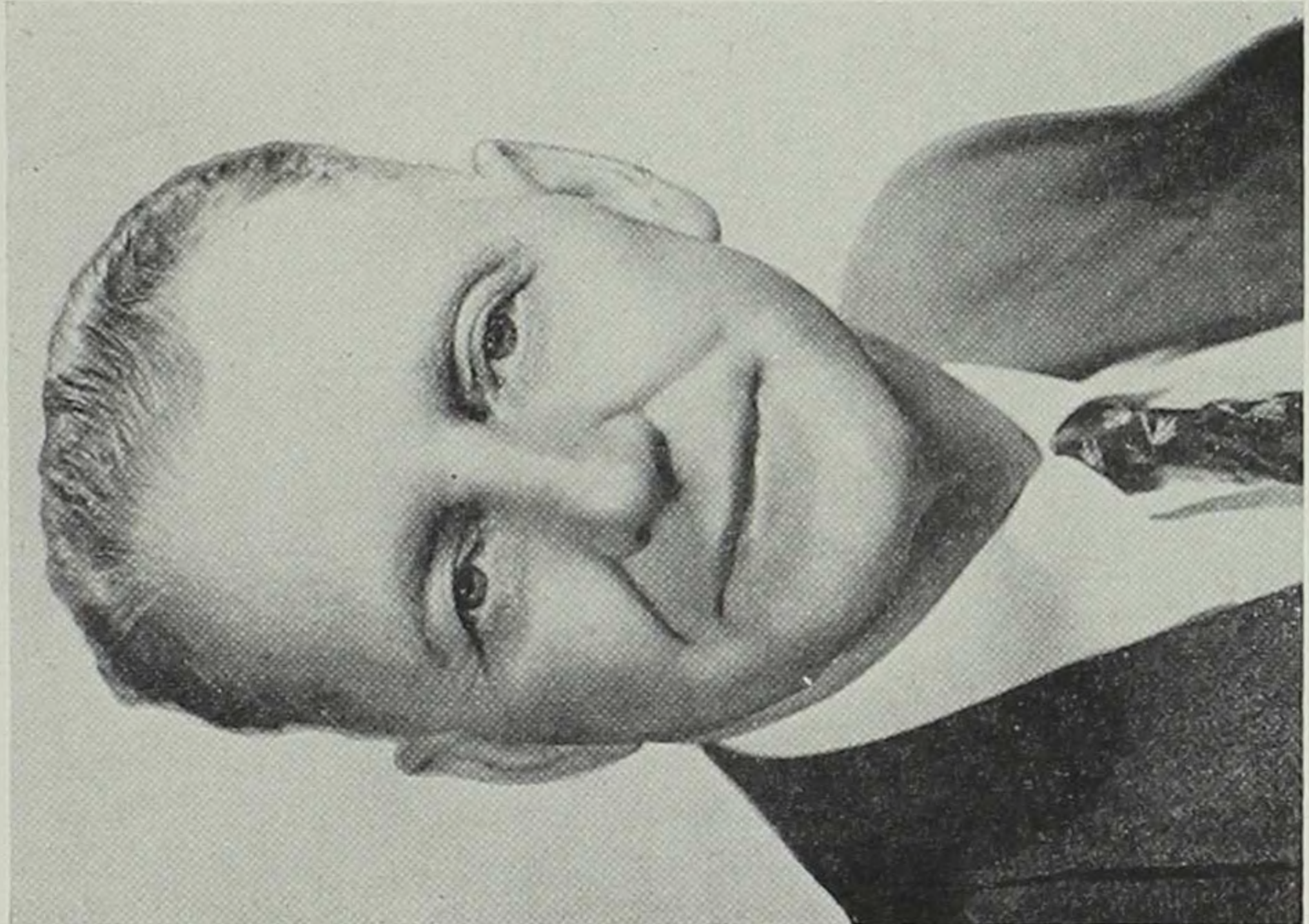
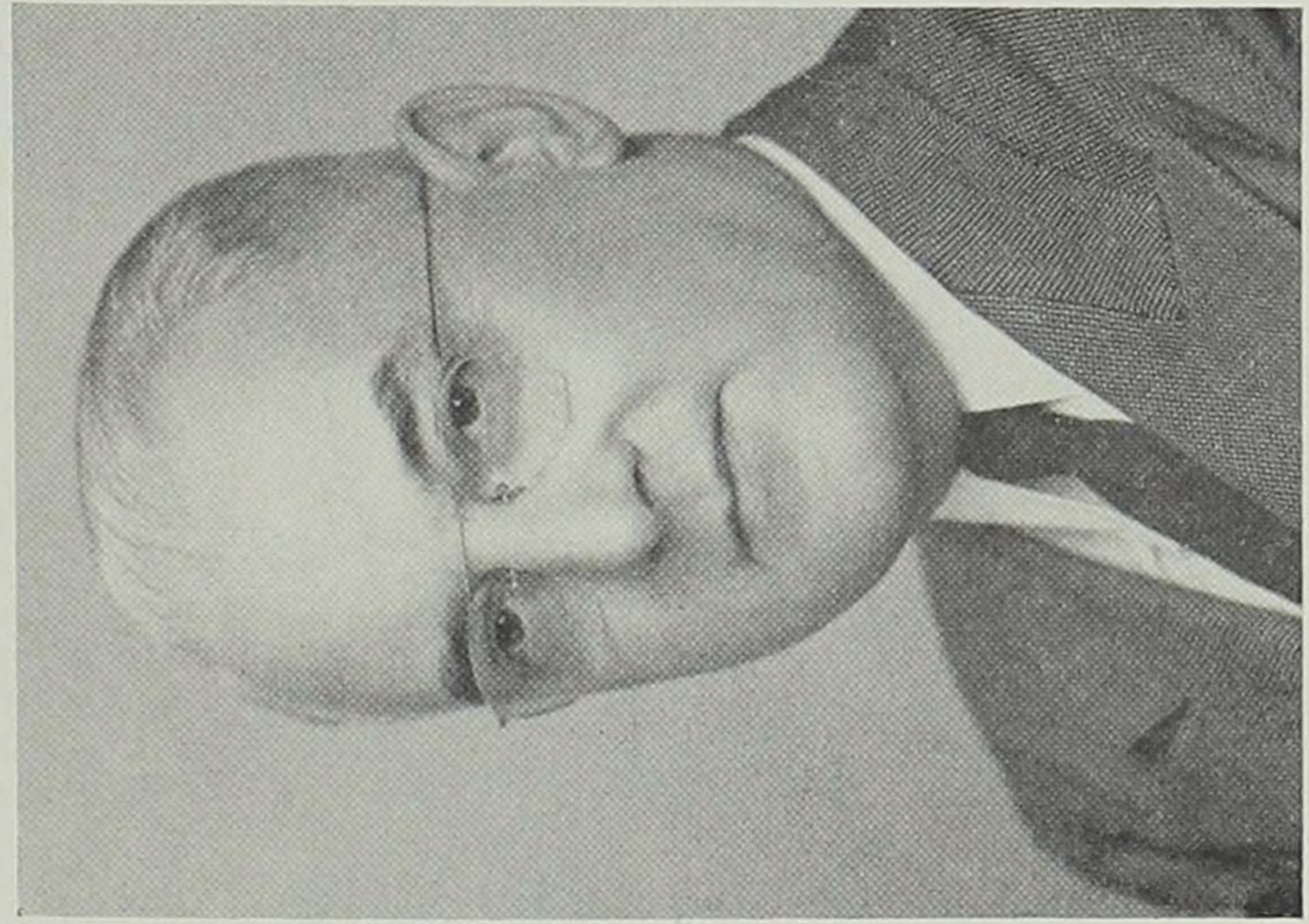
Courtesy Iowa City Press-Citizen

Four generations of the Hoover family are assembled here in front of the Herbert Hoover home at West Branch where they had come to celebrate the former President's birthday. Excluding the military guards, those pictured include, from left to right: Herbert Hoover III; Herbert Hoover, Jr.; Allan Hoover; Herbert Hoover, Jr.; Mrs. Allan Hoover; Mrs. Herbert Hoover, Jr.; and Andy Hoover.



pictured include, from left to right: Herbert Hoover III; Herbert Hoover, Jr.; Allan Hoover; Herbert Hoover; Andy Hoover and Allan Hoover, Jr. (sons of Allan Hoover); Mrs. Allan Hoover; Mrs. Herbert Hoover, Jr.; and Mrs. Herbert Hoover III. Stephen Hoover, son of Herbert Hoover III, holds on to his great-grandfather's hand.

# IOWA'S GOVERNORS DURING 1954



William S. Beardsley of New Virginia (left), Governor of Iowa since 1949, died in an automobile accident on November 21. Lieutenant Governor Leo Elthon of Fertile (right), served the 53 days that remained in Beardsley's third term.

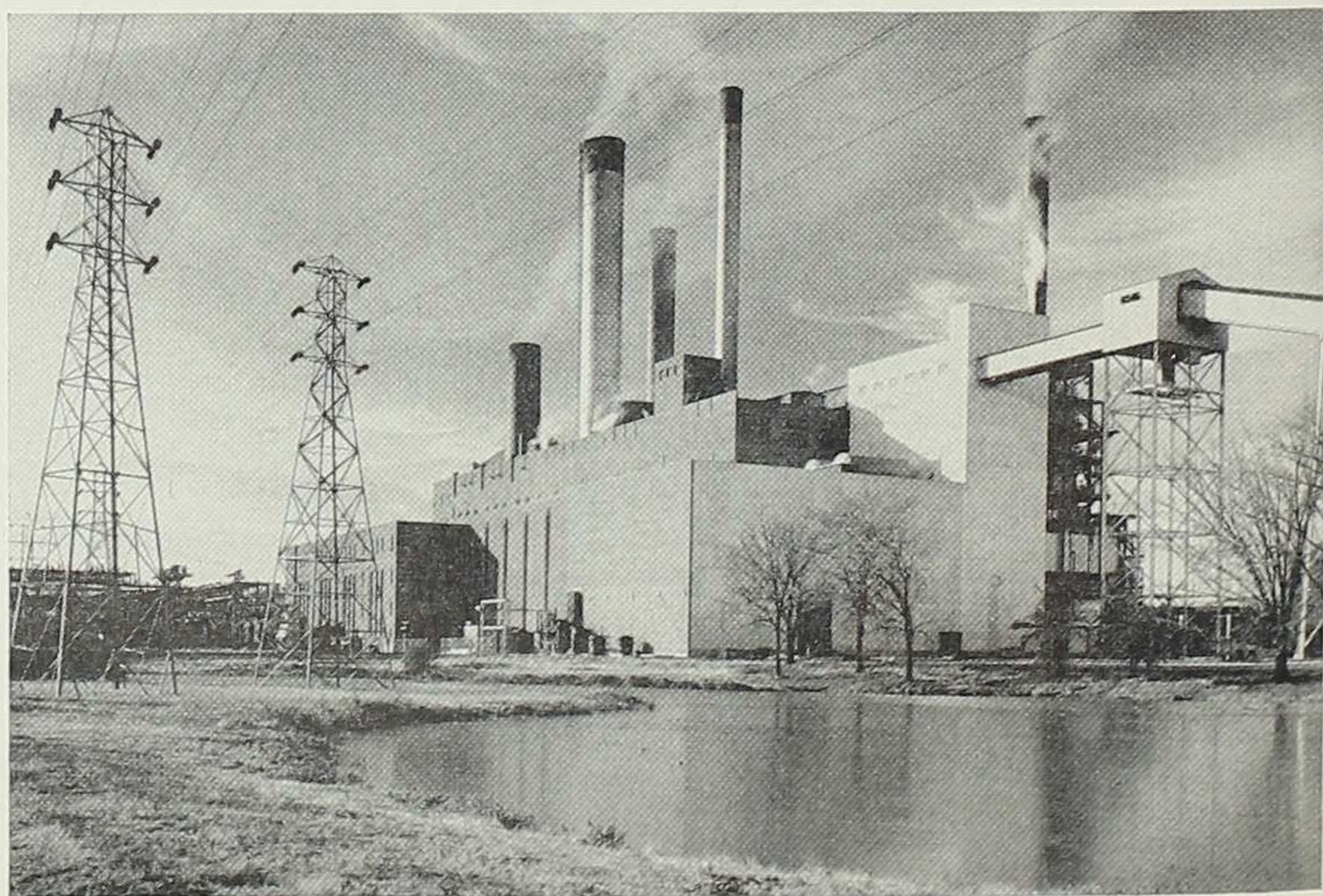


## THE OLD AND THE NEW



Courtesy Davenport Times

On August 31, 1954, the 62-year history of the Clinton and Illinois high bridge across the Mississippi came to an end. As a modern span was begun under the supervision of the Clinton Bridge Commission, the old bridge was closed.

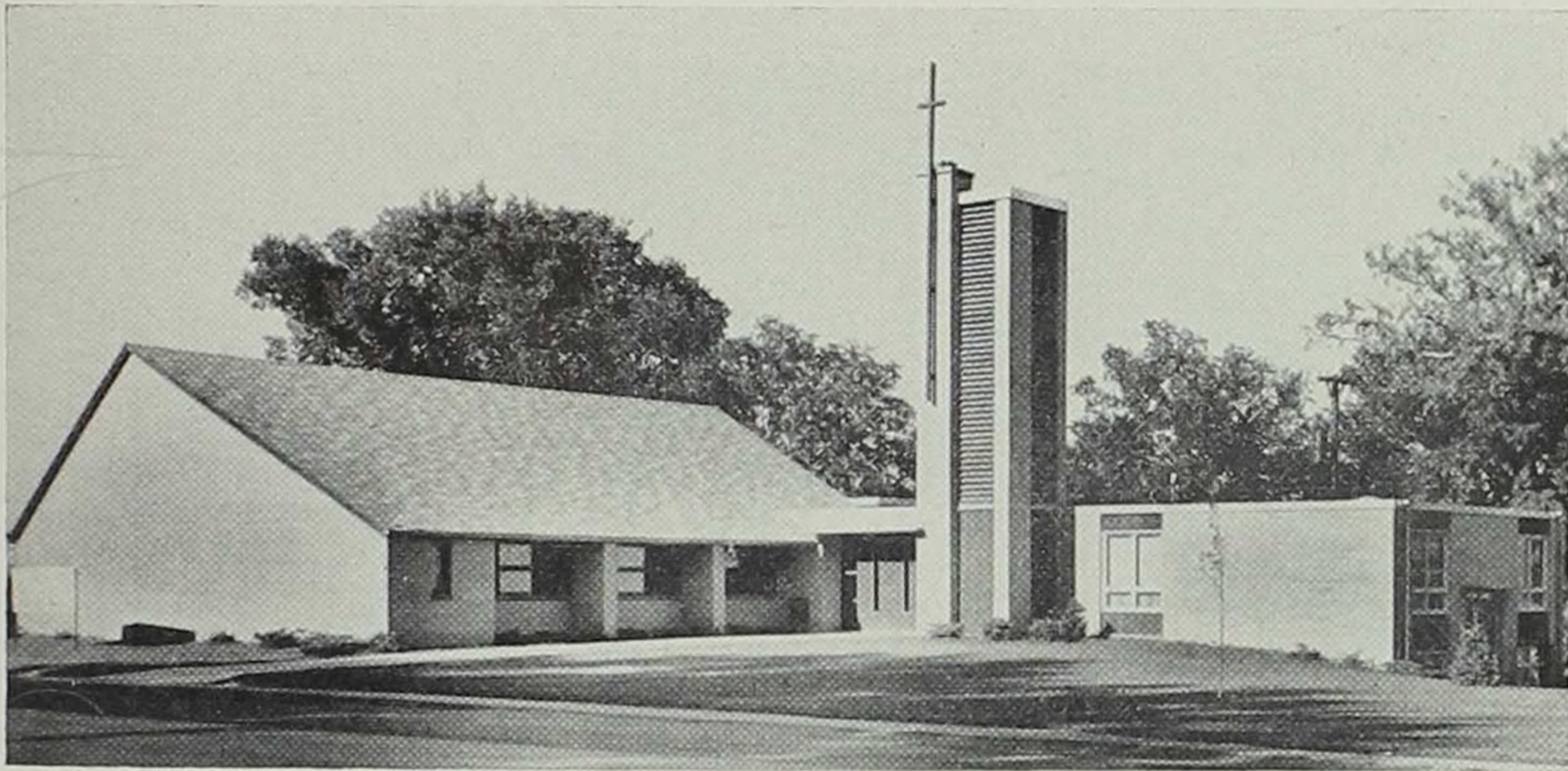


Courtesy IPALCO and Torkel Korling

In June the Iowa Power and Light Company opened its new \$10,000,000 addition to its power plant at Des Moines. This made it the largest power plant in Iowa. For the first time in many years Des Moines had a surplus of power.

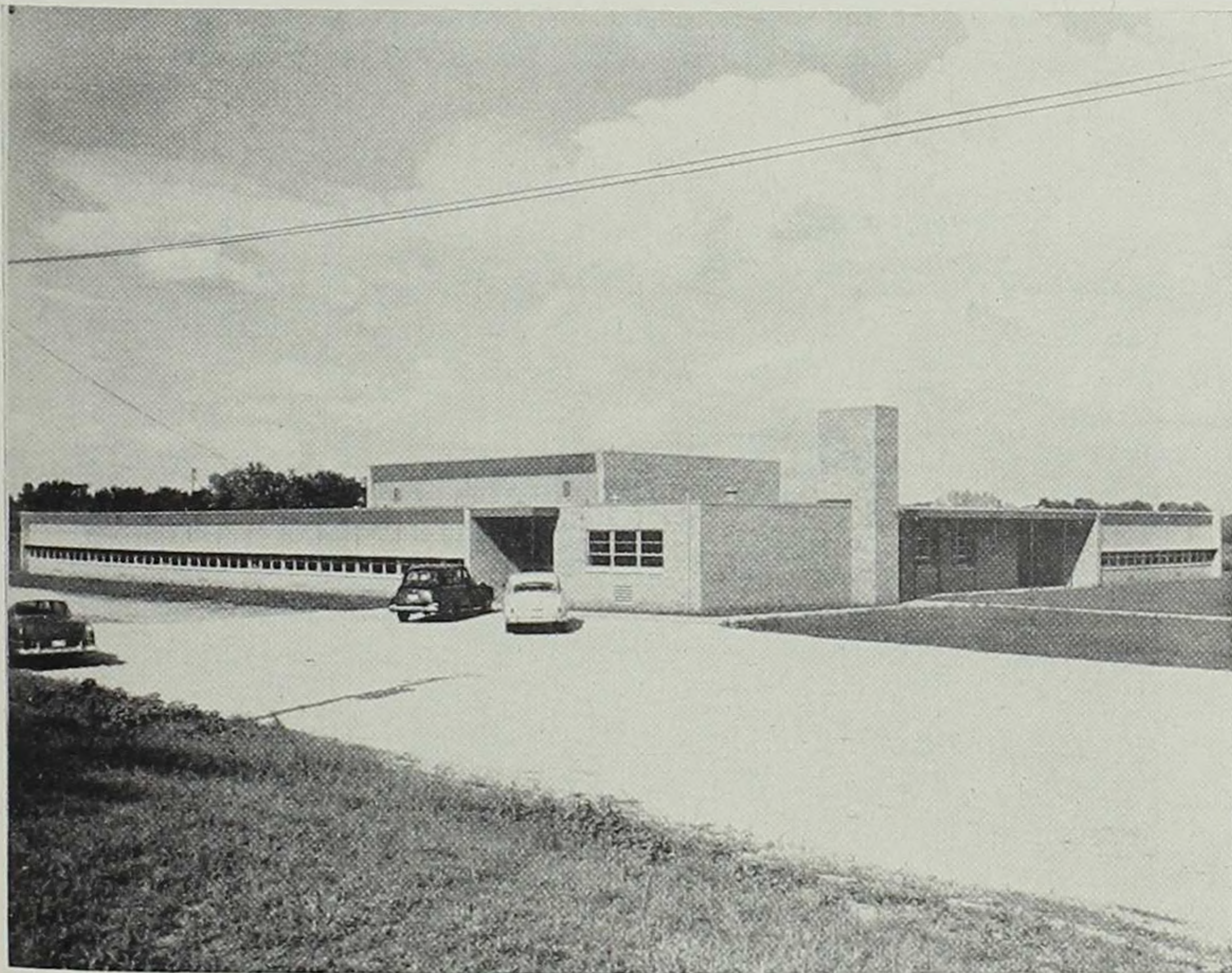


## NEW CHURCH AND SCHOOL STRUCTURES



Courtesy Rev. James Sloan

Among the new churches which were completed in 1954 was this Methodist Church at Monroe. The architects were Thorson, Thorson, and Madson of Waterloo. The church was built at a cost of \$105,000 by Milo Woods, contractor of Newton.



Courtesy Iowa City Press-Citizen

The Herbert Hoover elementary school in Iowa City, one of four Iowa schools dedicated by the former President in August, was part of a \$795,000 school building program which that city completed in 1954. The architect was Louis C. Kingscott and Associates, Davenport; the general contractor was the Weitz Company, Des Moines.



## TWO AWARD-WINNING IOWA GIRLS

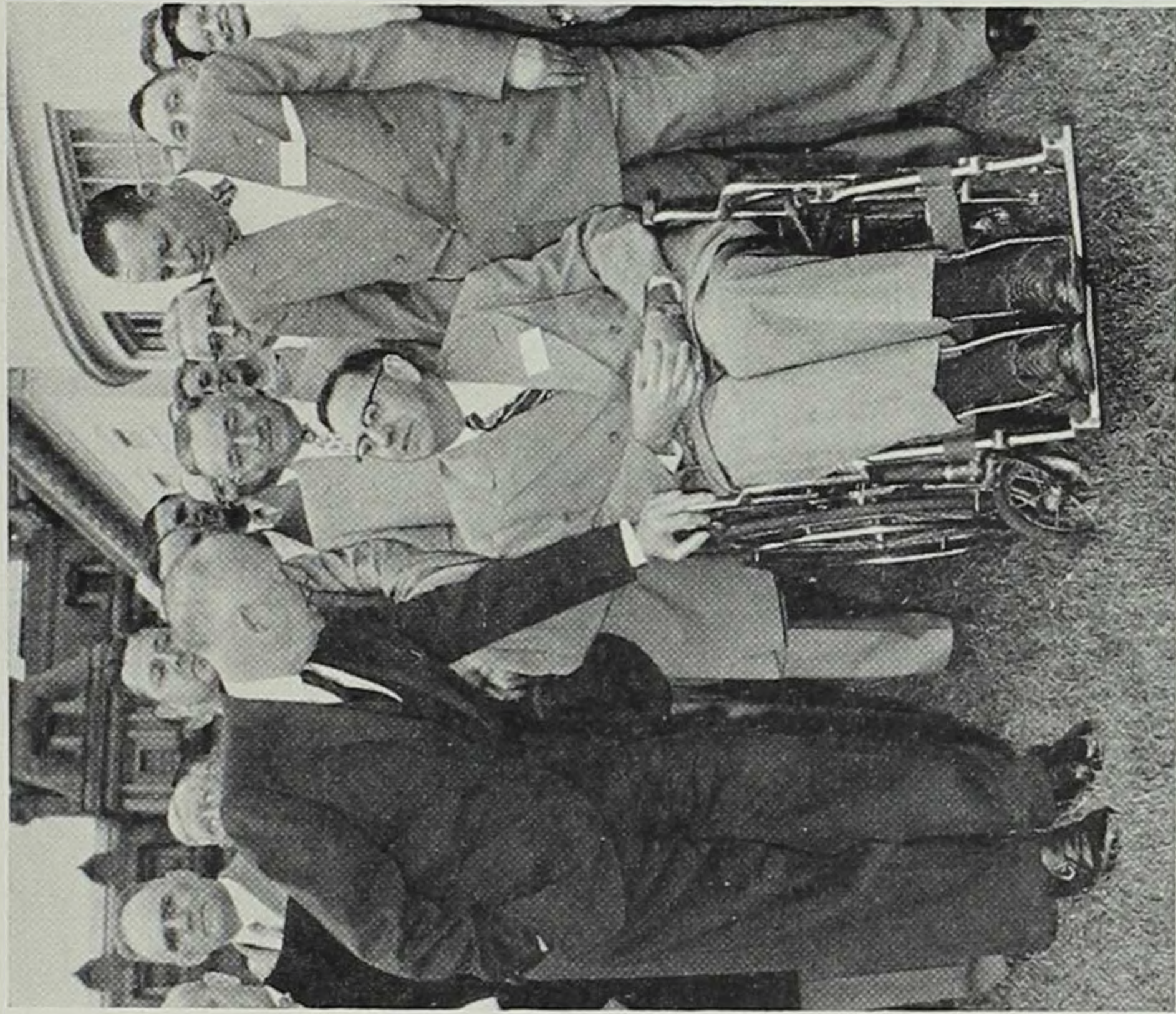
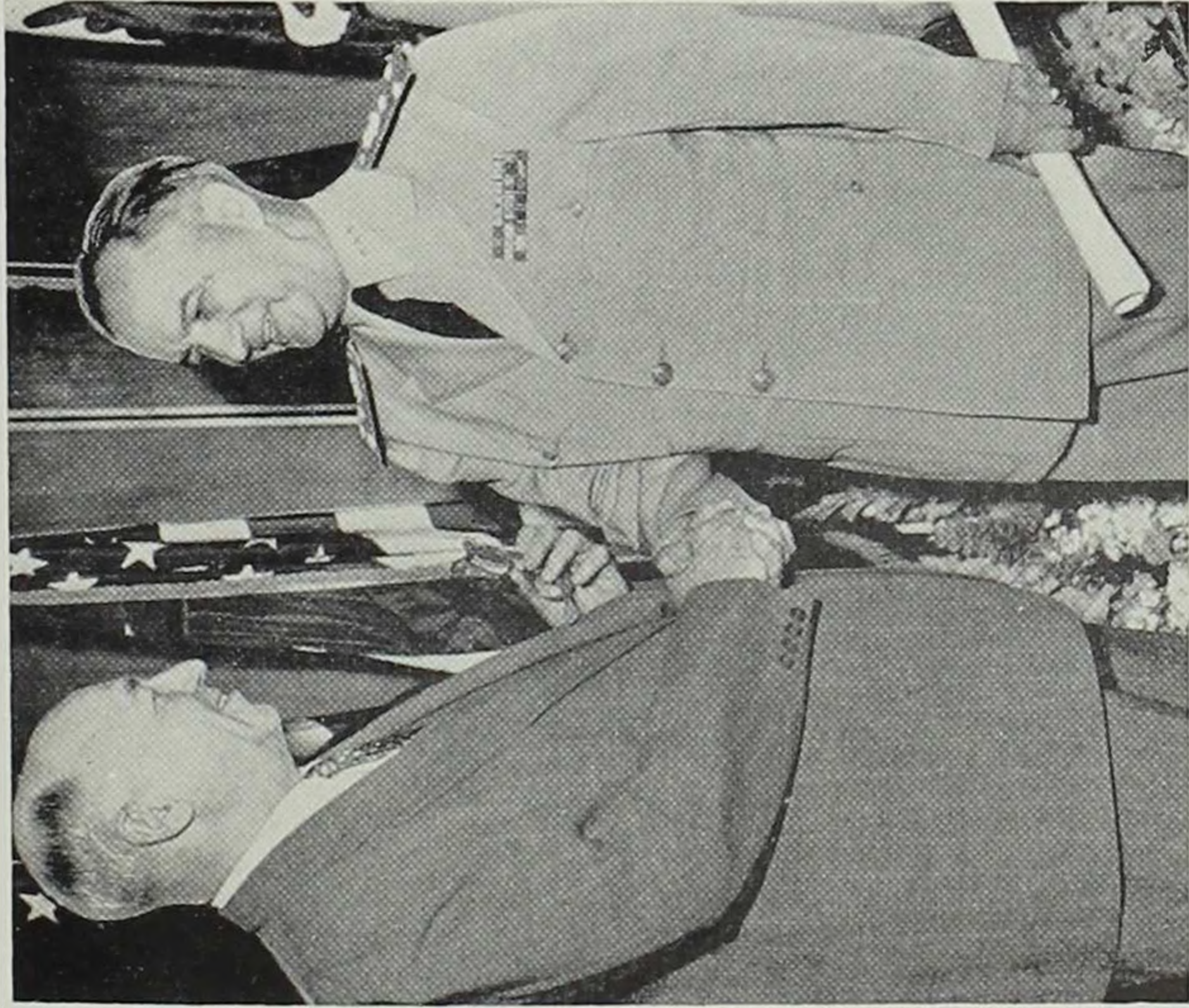


In the picture on the left Janice Hullinger of Manly holds on to her Aberdeen Angus calf, Shorty, which won the grand championship at the International Livestock Exposition in Chicago. Another Iowan, Donna Reed of Denison, happily clutches the "Oscar" which she won as the best supporting actress of 1953, and kisses





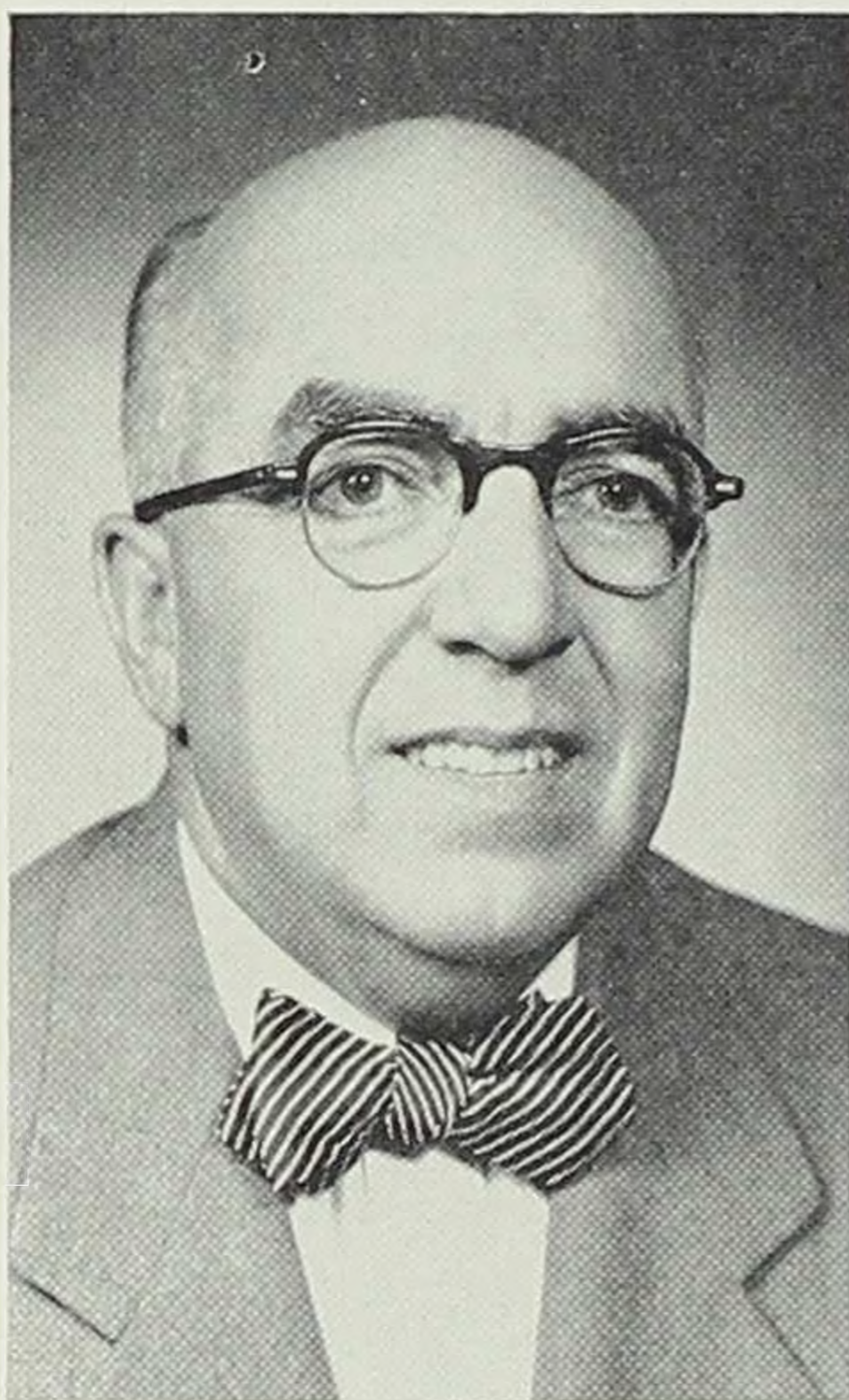
## IOWANS IN WASHINGTON



In the picture on the left Secretary of the Treasury George Humphrey congratulates Vice-Admiral Alfred C. Richmond, a native of Waterloo, after swearing him in as commandant of the Coast Guard. On the right, President Eisenhower leans over to talk with Ray Mills of Des Moines. Mills, head of the Iowa State Federation of Labor, and State Commissioner of Labor Frank B. Means (directly behind Mills) were in Washington for the National Conference on Labor Legislation.

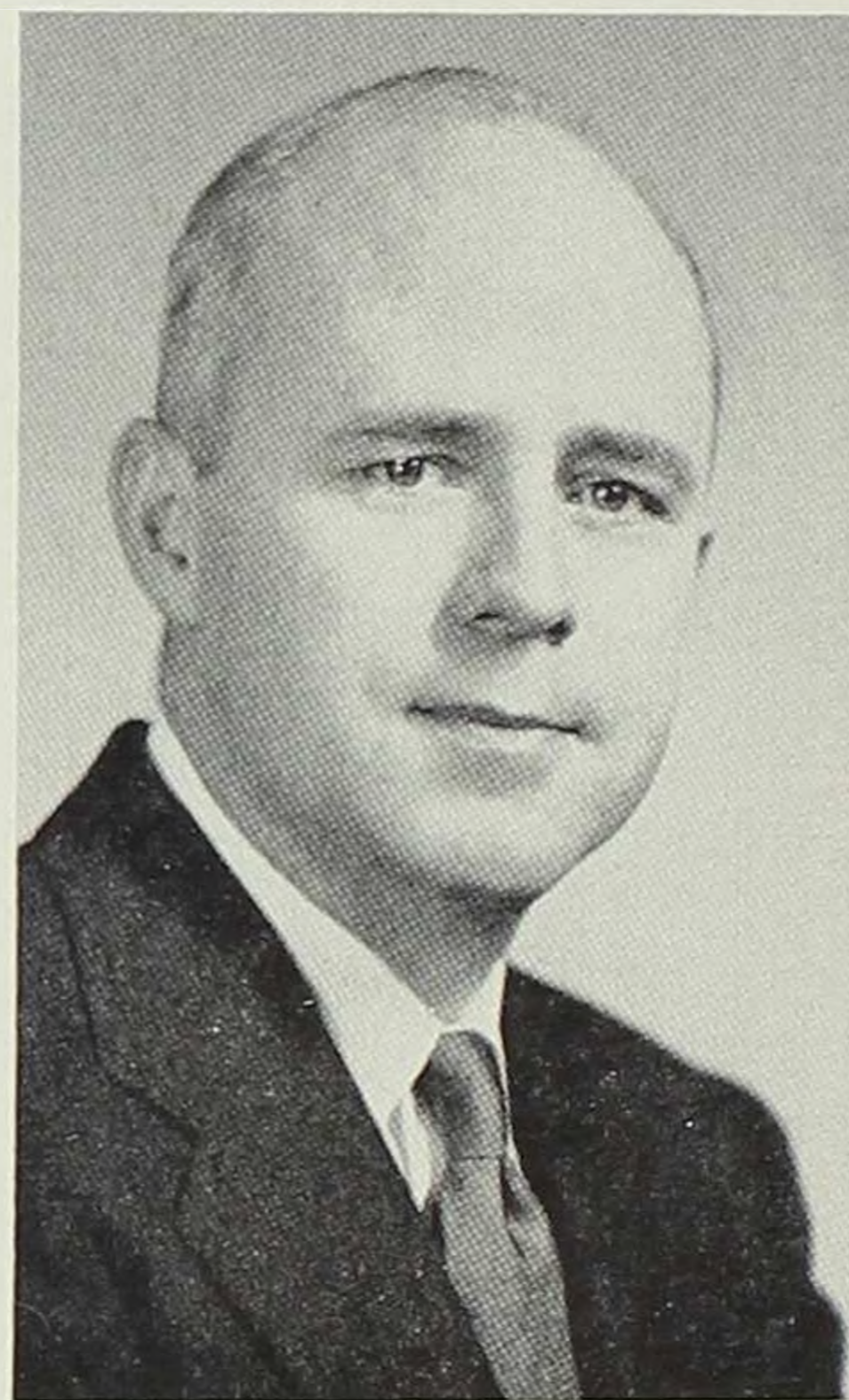


FOUR WHO WERE IN THE EDUCATION NEWS



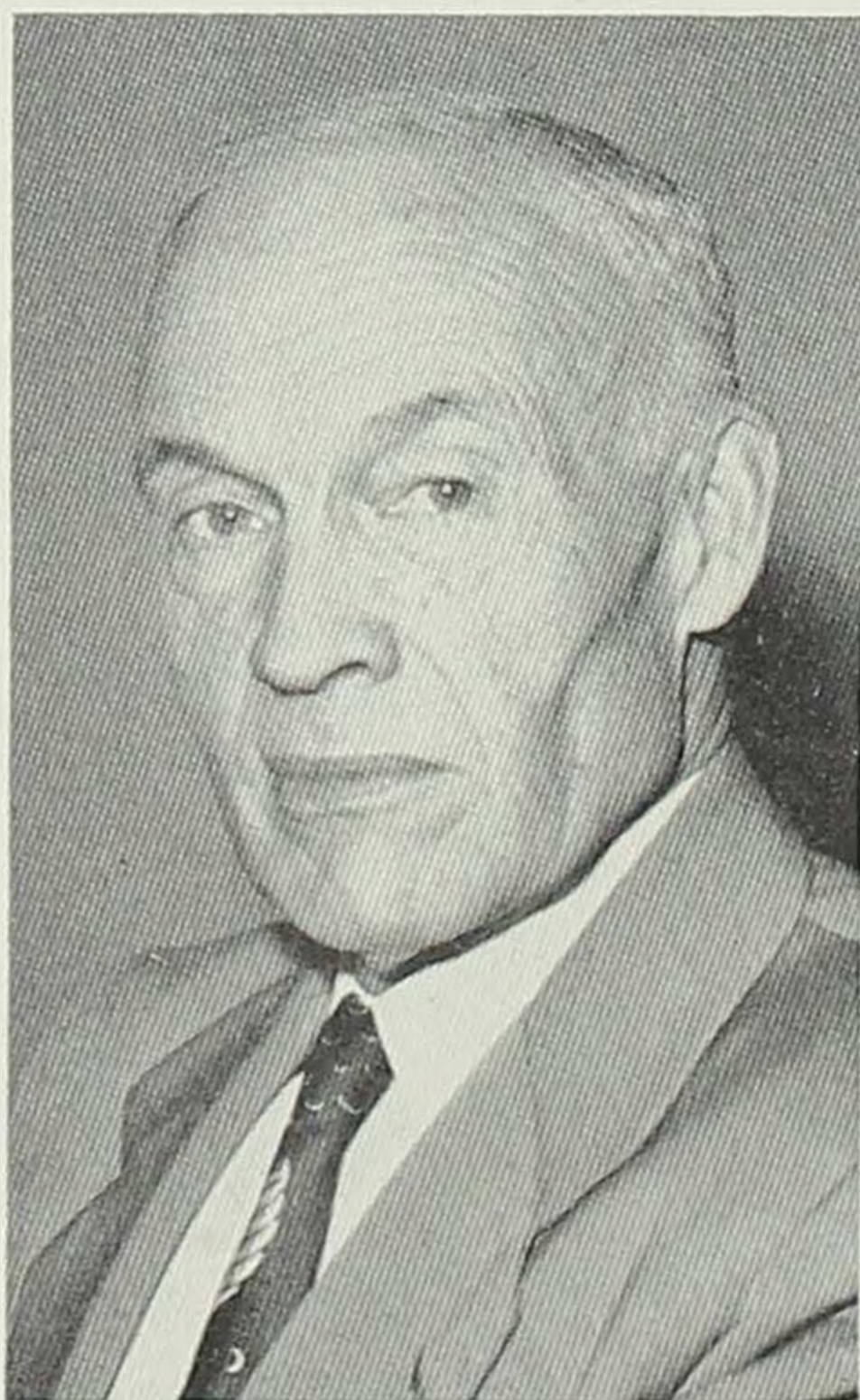
Doud

ALDEN L. DOUD  
Reported on Iowa's Colleges



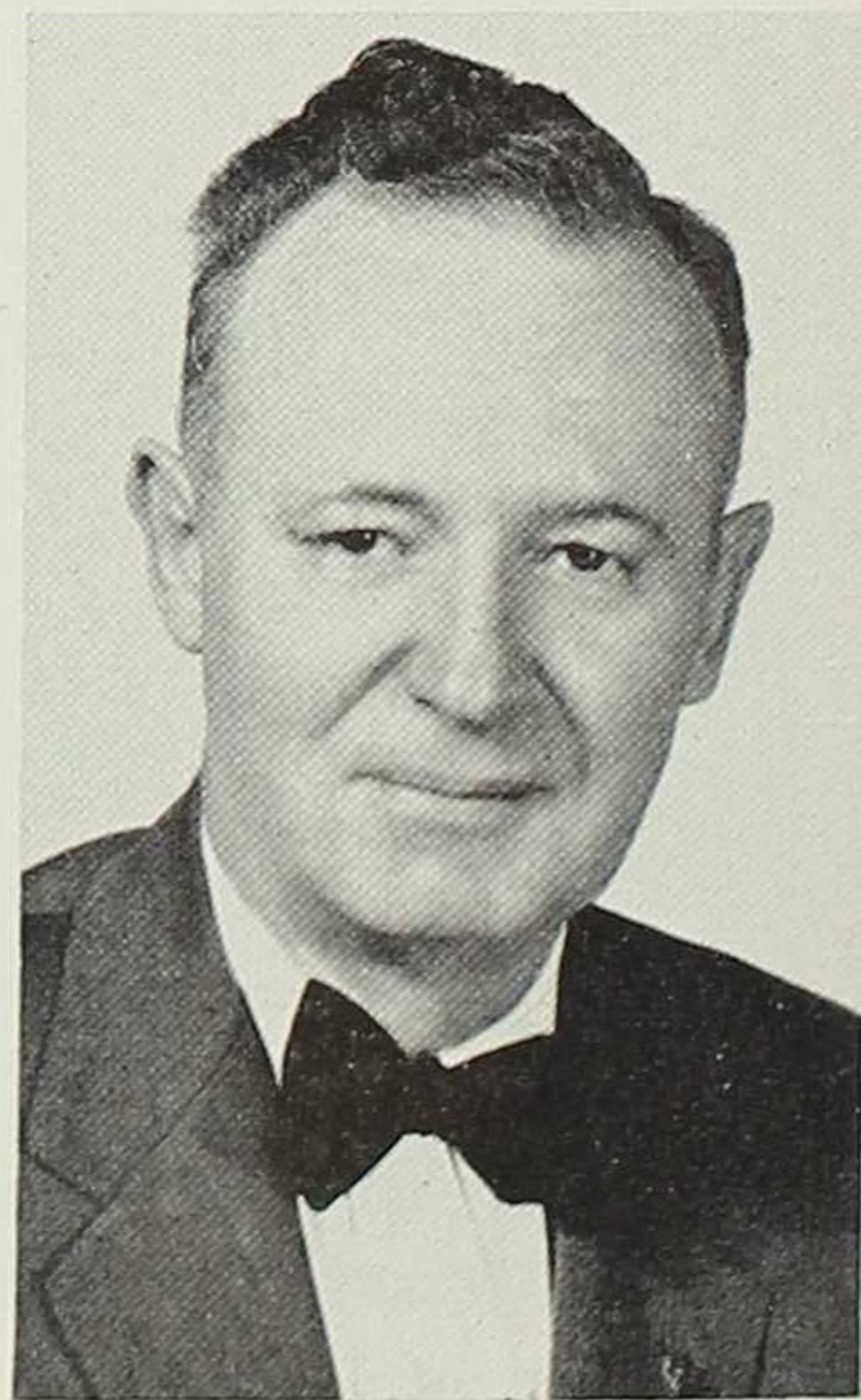
Kerstetter

WILLIAM E. KERSTETTER  
Simpson's New President



S. U. I.

M. WILLARD LAMPE  
S. U. I. Official Retires



S. D. P. I.

J. C. WRIGHT  
New State School Superintendent

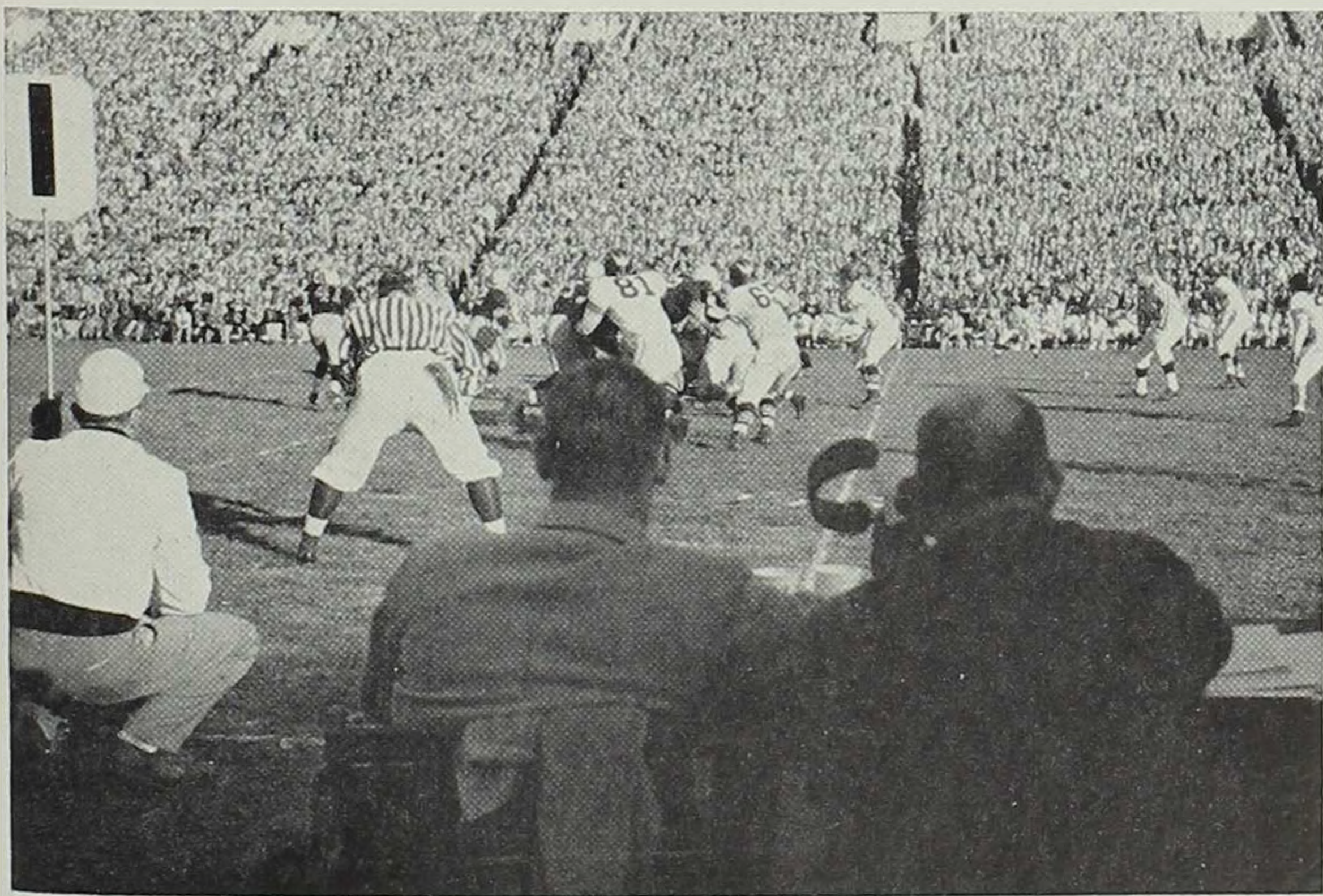


## SPORTING EVENTS



Courtesy Drake University

The runners toe their marks for the start of one of the events in the two-day Drake Relays. This colorful spectacle, which celebrated its 45th birthday in 1954, has long been established as one of America's amateur sports classics.



Courtesy State University of Iowa

Iowa vs. Purdue, October, 1954. The charging linemen, the alert officials, the coaches on the sidelines, listening to the spotter in the pressbox, the packed stands — these were familiar sights as the Hawkeyes continued their resurgence to football glory.



## THE STATE FAIR IN 1904 AND 1954



Courtesy Iowa State Fair

This was the scene as the Iowa State Fair observed its Fiftieth Anniversary in 1904.



Courtesy Iowa State Fair

In 1954 the State Fair celebrated its Centennial, and all attendance records were broken.



## Industry and Agriculture

As a whole, Iowa suffered much less than did other parts of the country from the effects of the economic recession which had begun in 1953. Declines in certain areas of the state's industrial economy were largely offset by increases in other fields, while agricultural output increased enough to make up for the lower prices that farmers received for their products. At the end of the year deposits in Iowa's state-chartered banks had reached an all-time high. For the first time receipts from the state's special taxes and liquor earnings topped \$200,000,000.

Industrial employment fell by nearly 12,000; at one time in February an estimated 30,000 workers were unemployed. A 12-man committee appointed by Governor Beardsley to study unemployment reported "no over-all need for public concern." Serious labor surpluses, however, did exist in certain areas, particularly in centers of the farm equipment industry. At Charles City, where the Oliver Corporation was the chief employer, some 1,400 men were out of work, while John Deere at Waterloo laid off 2,000 workers.

After February the employment picture steadily brightened. By the end of the year a shortage of



workers was reported in Charles City. In the summer Des Moines was the only city in the country which the Federal labor department felt warranted in moving from the "moderate labor surplus" to the "balanced labor supply" category. Davenport in the Quad-City area of Iowa and Illinois was the only Iowa community listed in the government's "substantial labor surplus" category, but officials believed that if the city was divorced from its three Illinois neighbors it would not be in this classification.

At Ottumwa, where bitter labor troubles at the Morrell plant had affected the employment situation in the past, labor leaders of the United Packinghouse Workers' local launched a campaign to increase the local sales of Morrell products. "After all," the union's paper observed, "our jobs depend on Morrell sales, so the least we can do is to purchase the products for our own tables." City officials and merchants cooperated whole-heartedly, setting aside April 6 to 24 as Morrell Days. Buttons and posters urged everyone to "Buy Morrell." Local sales of Morrell products increased from 50 to 60 per cent. More important, perhaps, were the improved labor-management and community relations.

In October one of Iowa's best-known companies, Maytag, with much fanfare introduced a new type of automatic washer. Newton housewives washed their clothes free in 50 automatics set up



in the courthouse square. A parade, complete with bathing beauties and jet planes, sent off 40 trucks, loaded with 2,000 machines for the eastern markets. During the fall and winter the merits of the new washer were advertised on weekly telecasts of college football and basketball games. This was part of Maytag's campaign to regain its rank as America's leading washing machine producer, a position which it had held for 30 years prior to 1951 when Whirlpool Corporation forged ahead.

Two areas of the state's industrial economy which had few complaints were electric power and construction. Iowa Power and Light opened a \$9,500,000 plant at Council Bluffs in May. The next month it formally opened a \$10,000,000 addition to its Des Moines plant, making it the largest electric power plant in Iowa. As a result, John Adams of the Des Moines Chamber of Commerce declared, Des Moines for the first time in many years had a surplus of power. Rural electrification continued so that by 1954 only 2,000 farm families were without electricity. Iowa began receiving power generated at the Fort Randall, South Dakota, dam on the Missouri River. All told, electric power production was 7.5 per cent greater during 1954 than it had been in 1953.

Construction contracts were 33.7 per cent greater than those of 1953, large engineering projects accounting for much of this gain. Thus, the State Highway Commission let contracts totaling



over \$43,600,000 for road work. A new Mississippi bridge at Clinton was another major project begun during the year. However, construction of all types increased. Commercial and residential construction was up \$14,000,000 over 1953. New residential construction broke all records at Council Bluffs, while Mason City reported its second best year in this respect. Similar reports came from all over the state.

Thirty-one new industries located in Iowa during 1954. The Iowa Development Commission acted as the official state promotional agency, but many communities had special committees for this purpose, or worked through the local chamber of commerce. The Clinton Development Company, for example, was formed to handle the \$250,000 which that city raised in 1954, making it the largest city industrial promotion in Iowa.

The Cedar Rapids Civic Planning Fund Committee, which spent \$100,000 in the past decade, reported "we have added more than \$10,000,000 in building and equipment to the tax rolls of the city." During 1954 the Square D Company of Detroit bought the Iowa National Manufacturing plant at Cedar Rapids. The Rock Island Railroad's roundhouse area in the same city was purchased by an industrial fertilizer firm of Chicago, while the Collins Radio Company began moving into its new \$2,000,000 research laboratory.

The prospect of improved transportation facili-



ties was a strong selling point for leaders of these promotion drives. The long-awaited report of the State Highway Commission and two groups of consulting engineers declared that a toll road from Council Bluffs to Davenport costing \$180,000,000 would be economically feasible by 1959 if bonds were sold at 3.5% interest. Mississippi River barge tonnage along Iowa's eastern border was about a million tons greater than the previous record of six million tons set in 1953. To the west, the Missouri River was becoming an increasingly important avenue for freight. Barges carried about 285,000 tons in 1954, over six times as much as in 1952. Work on extending the channel for river trade from Omaha to Sioux City also was resumed.

Although the estimated market value of Iowa's industrial production in 1954 was \$3,800,000,000, nearly 40 per cent more than what the farmers received for their products, agriculture still dominated the state's economy since the processing of farm products and the building of farm equipment were the most important industries. Iowa, for example, led the nation in meat processing with an output in 1954 of 2,696,772,000 pounds, half a billion pounds more than its nearest rival, Illinois.

Iowa's agricultural output was, on the whole, greater than in 1953. The state's oat crop was far greater than 1953's and also the largest in the nation. Soybean production was the highest in



Iowa's history, and second only to that of Illinois in 1954. Livestock marketings held steady or increased slightly over the totals of 1953. Iowa once again led the country in hog and beef cattle marketings while it was fourth in respect to lambs. In addition, Iowa was far ahead of all other states in the number of hogs on hand and was second only to Texas in the size of its beef herds.

The state's corn crop was off fifty million bushels from 1953 production figures. This resulted in part from reduced plantings in connection with the Federal corn acreage control program, dry weather, and the second heaviest invasion of corn borers on record which caused an estimated \$200,000,000 damage. Iowa, however, maintained its rank as the corn state by a comfortable margin of nearly a hundred million bushels over second place Illinois. Ohio, with a yield of 62 bushels per acre, led in this respect, but it was no contest when Ohio's secretary of state challenged his Iowa counterpart to determine which state had the tallest corn. Iowa's Melvin D. Synhorst showed up at Columbus with a stalk 26 feet, 9 inches tall. Ohio's best was a mere 14 and a half feet.

The reduced corn crop helped relieve the corn storage problem. New government bins with a capacity of 27,000,000 bushels were erected in about 80 counties, while commercial storage space was also expanded. The government instituted a new policy of reduced prices on government-



owned corn in an effort to get it into commercial channels before it deteriorated into an unusable condition. In July about 47,000,000 bushels of corn from 1948 and 1949 remained in Iowa bins, plus about 100,000,000 bushels from the crops of 1950, 1951, and 1952.

Secretary of Agriculture Ezra Taft Benson contended that the existing program of fixed price supports at 90 per cent of parity on basic crops encouraged farmers to raise surpluses, thus creating storage problems. Benson's efforts to establish a flexible support system at from 75 to 90 per cent of parity caused wide splits in Iowa farm ranks. Howard Hill, head of the Iowa Farm Bureau Federation, went along with national Farm Bureau leaders in support of Benson. Other groups, like the Iowa Farmers Grain Dealers Association, demanded a continuance of high, fixed price levels. The Council Bluffs *Nonpareil* felt that "Congress surely is aware" that flexible corn price supports "would plunge the Corn Belt into a depression." But the Burlington *Hawk-Eye Gazette* disagreed. It believed that no matter what the crop, if farmers "will strive diligently to regulate their production in keeping with supply and demand, they will find a program of flexible price supports best suited to general economy."

The Benson supporters received the backing of Henry A. Wallace in February. Back in his native state to address the National Farm Insti-



tute at Des Moines, the former Democratic Secretary of Agriculture under Franklin D. Roosevelt declared that only through a flexible support system could the ever-normal granary concept which he had set forth in the 1930's be successfully continued. This caused Democratic chairman Jake More to remark that Wallace "must have been reading Farm Bureau propaganda."

When the crucial vote on price supports came in the summer only three of Iowa's eight Republican Congressmen, Tom Martin, Karl LeCompte, and Paul Cunningham, were among the 228 to vote for the Benson plan. The other five were among the 170 Representatives who voted against flexible supports. In the general election, these five insurgents were returned to Congress with a larger percentage of votes than those who had supported the administration. On the other hand, Tom Martin, who backed Benson all the way on the issue of price supports, defeated incumbent Democratic Senator Guy M. Gillette who strongly opposed the removal of fixed supports.

What effect, if any, the new parity policy would have upon Iowa farmers could not be known until another year. Meanwhile, various groups sought to improve their economic position by greater promotion of Iowa's farm products. The Iowa Development Commission pointed out that in spite of Iowa's front rank in hog and cattle production, such items as Virginia ham, New York cuts, and



Kansas City steak received the widest publicity.

The Iowa Poultry Products Organization was formed to promote the most depressed part of Iowa's agricultural economy. "We want Iowa eggs to become as famous as Florida and California oranges," one of the leaders declared. The soaring price of coffee resulted in efforts of dairy-men to get people to drink milk or hot chocolate in its place. A restaurant owner in Klemme advertised: "A 5-cent glass of milk is more nourishing than a cup of coffee at any price — and benefits the entire Klemme community—not Brazil." However, Iowa was one of the three states whose milk production showed a decline during 1954.

Iowans were not averse to adopting new ideas from farmers in other states and lands. The Crystal Valley Co-operative Vegetable Growers Association of Britt brought in about 250 workers from Florida to instruct the farmers of the area in the use of machines and skills which would enable Iowa's fresh vegetables to be marketed in supermarkets throughout the country and might add \$1,000 to \$3,000 to the farmer's annual income. A group of Iowa farmers picked up new ideas on a month-long tour of Europe, which was sponsored by the Farm Bureau Federation. The farmers were especially impressed with a lean, bacon-type hog developed in Denmark "that beats anything we've produced here by far."

Iowa agriculture became front page news when



16-year-old Janice Hullinger of Manly won the grand championship at Chicago's International Livestock Exposition with "Shorty," her calf. At the same time, Barbara Clausen, a 15-year-old girl from Spencer, was awarded the reserve grand championship. Earlier the two 4-H girls had won the same honors in the junior livestock show, but this was the first time in the Exposition's 55-year history that two girls had successfully challenged the older breeders to take the two top awards.

Janice Hullinger and her champion steer, which was sold for \$16,600, were flown to New York where they appeared on Ed Sullivan's television program. After Janice said that she wanted inside plumbing for her family's home the Crane Company of Chicago announced that it would supply free all the necessary equipment. "She can have five bathrooms installed if she wants," a vice-president said. At a welcome-home reception in Manly, Governor Leo Elthon told Janice that "the whole state of Iowa is proud of you."

The *Mason City Globe-Gazette* called Janice's victory "a modern fairy tale if there ever was one." Her triumph climaxed an eventful year which saw Iowa emerge safely from the shadow of a possibly serious economic recession. By the end of the year Iowa, with its balanced agricultural-industrial economy, appeared to be headed for more stable and prosperous times.

GEORGE S. MAY



## The Web of Life

Iowa's attention was chiefly centered upon its own problems during 1954. The war in Korea was over, and most of the boys were home. Although they were not indifferent to the war in French Indo-China, or to the problems of establishing a European Defense Community, Iowans were most interested in the state political campaigns, the farm price support controversy, and other matters of local significance.

In the field of entertainment the year saw better times for the motion picture industry. In 1950 there were 527 movie theaters in Iowa. During the next four years 117 closed their doors as the state became blanketed with television stations. In 1953 the movies began to strike back at TV with the introduction of 3-D pictures, a fad which was replaced by CinemaScope in 1954. By 1955 probably three-fourths of Iowa's theaters were equipped to show this new type of film. Movies might not be getting better but they certainly were getting bigger. The attraction of the wide screen, plus stereophonic sound, greatly improved color processes, and even some entertaining pictures, made 1954 a highly successful year for most Iowa theaters.



Although the first CinemaScope production, *The Robe*, was released in 1953, most Iowa theaters did not have an opportunity to show it until 1954 when it became either the first or second most popular picture in the houses where it played. Toward the end of the year *White Christmas* introduced VistaVision, another wide screen process, and it, too, broke box office records throughout the state.

Another success was *The Glenn Miller Story*, which excited state pride. Glenn Miller, the famous orchestra leader of the early 1940's, was born in Clarinda, where, in 1954, a day was set aside, honoring this native son who was killed in World War II. A National Guard armory, named after the bandleader, was dedicated by Governor Beardsley. Miller's mother was brought back to Clarinda, where she met James Stewart, who portrayed her son in the picture. The day was climaxed by a special preview of the movie, complete with spotlights and formal evening dress.

Other Iowans were prominent in the entertainment world during 1954. Donna Reed, the Denison girl, won the Academy Award as best supporting actress for her portrayal of a woman of dubious reputation but a heart of gold in the Award-winning picture — *From Here to Eternity*. On Broadway, Richard Bissell, formerly of Dubuque, collaborated with producer George Abbott to turn his popular novel of 1953, *7½ Cents*, into



what critics agreed was the best new musical comedy of the year — *The Pajama Game*.

Three new television stations, at Mason City, Des Moines, and Sioux City, began operations during the year, bringing to eleven the number of Iowa TV outlets. These stations, plus others in Omaha, Rock Island, and other nearby out-of-state cities, left few areas without good reception. One of the exceptions was Dubuque, where the citizens approved a franchise to a company which would pipe television programs by special cables into Dubuque homes.

About as many farm as urban families in the state now had receivers. Surveys of viewers indicated that the favorite programs were Ed Sullivan's "Toast of the Town," the "Jackie Gleason Show," and "I Love Lucy." In addition, farmers were especially interested in programs of farm news and information which many stations presented during the noon hour when the farmers could eat their midday meal while watching their TV sets.

Many Iowans were able to enjoy a wide variety of artists in live performances. The Metropolitan Opera presented *La Traviata* in Des Moines. Capable road companies brought such outstanding Broadway productions as *Stalag 17* and *The King and I* to the state. George Gobel and Martin and Lewis appeared before audiences who were already familiar with these comedians from their ap-



pearances on television and in the movies. The fabulous Ringling Brothers Circus thrilled young and old as it made its annual tour of Iowa cities.

In September many Iowans joined a nationwide television audience in watching Iowa defeat Michigan State's defending Big Ten football champions. The fine showing that Iowa's sophomore-studded team made in 1953 caused sports writers and fans to entertain high hopes for the squad in 1954. Successive defeats by Michigan and Ohio State quickly brought fans down to earth. A heart-breaking defeat at the hands of arch-foe Minnesota and a sound trouncing by a healthy Notre Dame squad left Iowa with a season's record of 5 wins and 4 losses. This was not a fair measure of the strength of the Hawkeye team, Iowa's best since the days of Nile Kinnick in 1939 and 1940. Unanimous choice on every All-American team was Iowa's powerful guard, Cal Jones. It was one of the best years in some time for Hawkeye fans, because earlier in the season, a young, predominantly sophomore basketball team nearly took the Big Ten cage title.

Iowa State College, meanwhile, launched an ambitious program to build that school into a major sports power. Vince Di Francesca was hired to coach football, and Bill Strannigan took over the basketball team, while greater inducements were offered athletes to attend Iowa State. However, President James M. Hilton declared that "at



no time will the desire for winning athletic contests be allowed to jeopardize the high standards or the good reputation which this great college enjoys."

In April the 45th Drake Relays were run in Des Moines. One of America's classic track meets, it was featured this time by the sensational performance of the great miler, Wes Santee, who paced his Kansas team to four relay titles, two of them in record times.

Muscatine won its first boys high school basketball championship in 27 years by defeating Des Moines Roosevelt, 67 to 53. The state girls title again went to Garnavillo which became the fifth team successfully to defend its title when it beat Oakland, 48 to 45. In November Garnavillo's record string of 60 straight victories was broken by Monona.

Art Andrews, a 16-year-old youth from Iowa City, won the state junior tennis singles, and advanced to the semi-finals of the national junior championships before being defeated. In August he was one of eight players selected as the nation's brightest young prospects to be trained by the famous star, Jack Kramer. Bob Leahy of Denison won the Iowa Amateur golf championship. Herb Klontz of Cedar Rapids, who won this title two years earlier, took the Western Junior golf title in 1954.

Paul Moon, who coached Davenport High School to several basketball championships, retired



in 1954. Iowans shared the disappointment of another famous Iowa sports figure, Bob Feller, when he did not get a chance to pitch for the Cleveland Indians in the World Series against the New York Giants.

There was a seamier side to the sports picture. A Des Moines Roosevelt youth admitted beating up an Independence player in an Iowa City hotel room during the boys basketball finals. Floren Di-Paglia, a Des Moines businessman, was convicted of trying to bribe a Drake basketball player. R. H. Chisholm, former executive secretary of the Iowa Girls High School Athletic Union, was brought to trial charged with embezzling Union funds. Such events, however, could not detract from the enjoyment which Iowans obtained from sports during 1954.

Once again anniversaries were observed which gave evidence of Iowa's increasing maturity. This was the 150th year since Lewis and Clark set out in 1804 up the Missouri River, past Iowa's western border, on their historic expedition through the newly acquired Louisiana Purchase. Sioux City, Waterloo, North English, Alden, and several other Iowa communities celebrated their centennials in 1954, as did such counties as Floyd, Kosuth, Chickasaw, Carroll, and Greene. The Iowa State Education Association marked its 100th anniversary with ceremonies in May at its birthplace in Muscatine.



The Iowa State Fair, that symbol of Iowa's agricultural greatness, was also 100 years old. To mark this occasion a covered wagon caravan proceeded from Fairfield, the site of the first Fair in 1854, to the modern fairgrounds at Des Moines where a replica of the original Fair had been built. All attendance records were broken as over 600,000 people poured through the gates. Due to rising costs, the record for profits was not approached, but Fair Secretary Lloyd B. Cunningham was happy, feeling it was probably the biggest as well as the best State Fair.

The year saw more cases of polio reported than in any past year except 1952. In April and May, however, some 12,700 first, second, and third grade children in Linn, Scott, and Woodbury counties took part in the nation-wide field test of the Salk vaccine which, it was hoped, would prevent any more epidemics of this dreaded disease in future years.

Meanwhile, a controversy was stirred up in medical circles when Attorney General Leo Hoegh ruled that hospitals were practicing medicine illegally if they hired doctors to run their X-ray and pathology departments. Under Iowa law a corporation, such as a hospital, cannot practice medicine. The Iowa Hospital Association refused to accept this interpretation. Only changes in the law or a court decision could apparently resolve the conflict.



In May Attorney General Hoegh ordered trading stamp companies to halt their activities in Iowa. He based his order on Iowa's gift enterprise law. A trading stamp firm won a ruling from Polk County District Judge C. Edwin Moore that this law was unconstitutional. Hoegh appealed to the Iowa Supreme Court which upheld Judge Moore's decision. The gift enterprise law, the court ruled, was "clearly arbitrary" and unconstitutional. A move for a rehearing of the case was refused. The Supreme Court also ruled that a Cherokee doctor could not go ahead with plans for a home because it would obstruct "the magnificent view" from a nearby lawyer's residence.

Another decision of the state Supreme Court was upheld by the United States Supreme Court. By a 4 to 4 vote the latter refused to reverse the Iowa court's ruling that a Sioux City cemetery did not violate the Constitution in refusing to bury Sergeant John R. Rice, an Iowa Indian who was killed in Korea.

Individuals figured prominently in the year's news. Herbert Hoover returned to his birthplace at West Branch on August 10 for his 80th birthday. Almost 10,000 persons from Iowa and throughout the nation took part in a celebration honoring the former President. Governor William S. Beardsley, representing the people of Hoover's native state, declared: "All Iowa joins with you on this happy occasion of your eightieth



birthday and wishes you the good fortunes of life."

Later that same month Hoover returned to visit the Iowa State Fair with President Dwight D. Eisenhower. This appearance had occasioned some comment earlier when Fair officials announced that they would break their rules by charging the guests no admission. When the President was introduced, he handed a surprised Governor Beardsley a dollar bill to pay the gate fee for himself and for Hoover. The President's address to the 25,000 people who packed the grandstand and paddock was strictly nonpartisan, presenting a review of recent American foreign policy.

Iowans rejoiced in the visits of these two famous Americans. They were saddened by the deaths on Iowa highways. A new high of 633 persons died as a result of highway accidents during 1954. In recognition of his long record of promoting safety, W. Earl Hall of Mason City was given the annual \$10,000 Mutual of Omaha award as the individual judged to have contributed the most in the field of health and safety. Officials tried to hold down the number of auto accidents by dealing more severely with traffic violators. In September, after a record total of 20 persons had been killed in one weekend, Governor Beardsley, who had made highway safety one of his major concerns, called for an increase in the size of the state highway patrol.



But the death toll continued to rise, and on November 21 the state was shocked to hear that the Governor himself was a victim of a highway accident. In the evening of that day Governor Beardsley and his wife were returning from Ames, where they had driven in hopes of seeing their son Dan, a student at Iowa State College. Just north of the Des Moines city limits the Beardsley car ran into the back of a panel truck, whose driver was slowing down to help a stalled motorist. The Governor was dead on arrival at Iowa Lutheran Hospital. Mrs. Beardsley suffered from shock and was hospitalized for weeks. Witnesses and officers said that the accident was unavoidable. The Governor was driving at a normal speed, but a hill hid his view of the truck until it was too late to stop.

Governor Beardsley was Iowa's first chief executive to die in office. At the annual Governor's Day at Clear Lake in July he had declared that he was "leaving the governor's office with a heart full of appreciation and gratitude to the people of Iowa." His death, just 53 days before the expiration of his term, brought expressions of sorrow and grief from President Eisenhower, governors of other states, leaders of both political parties, and from his many friends and neighbors in his home town. "Everyone was shocked," one resident of New Virginia said. "We are going to miss Bill a lot."



Leo Elthon, a quarry operator at Fertile and Lieutenant Governor during Beardsley's third term, was informed of the Governor's death by a phone call late in the evening from Allen Whitfield, a long-time associate of Beardsley. "Heavens, that can't be!" Elthon cried. "I loved that man!" At 2 A. M., Elthon set out on a lonely three-hour drive through the dark night to Des Moines. At 9:30 A. M. on November 22, he was sworn in as Iowa's thirty-second Governor.

Elthon had been re-elected Lieutenant Governor on November 2. Thus he became the first man to step from that position up to that of Governor and back to Lieutenant Governor again. Only Warren Garst, who was Governor for 52 days in 1908-1909 after Albert Cummins resigned, served as Governor for a shorter term than Elthon. During the remainder of the year Elthon prepared the Governor's biennial message and recommendations for the 1955 General Assembly.

Meanwhile, Governor-elect Leo Hoegh resigned his position as Attorney General at the beginning of December, and energetically prepared himself for his new job. He went to Washington for a conference with President Eisenhower and other high government officials. In addition, he met with the governors of Iowa's neighboring states to discuss common problems.

In addition to the death of Governor Beardsley, other tragedies, near-tragedies, and deaths dark-



ened the year for many Iowans. On August 22, a Braniff airliner crashed 18 miles south of Mason City, resulting in the death of 12 of the 19 persons aboard. The wonder was that anyone survived the wreck.

On March 1, Republican Congressman Ben Jensen of Exira was one of five Representatives shot on the floor of the House of Representatives by Puerto Rican fanatics. Jensen, who was hit in the shoulder, stumbled out of the chamber into a cloak room and fell almost at the feet of another Iowa Congressman, H. R. Gross of Waterloo. Jensen was back at work before the end of the month.

Among the notable Iowans who died in 1954 some had achieved fame elsewhere. In this group were Hugh A. Butler, U. S. Senator from Nebraska, a native of Missouri Valley, the popular novelist, Bess Streeter Aldrich of Cedar Falls, Carl Stephenson of Fayette, a leading medieval historian, and Algernon Lee of Dubuque, one of the country's leading Socialists. Others who died whose work was more closely associated with Iowa included such prominent farm leaders as James R. Howard, first president of both the American Farm Bureau Federation and the Iowa Farm Bureau, Dan A. Wallace, and Raymond B. Sayre. The list also included educators like Luther W. Stalnaker and Reuel H. Sylvester of Drake, Samuel A. Lynch of Iowa State Teachers



College, Philip G. Clapp of the State University of Iowa, William R. Raymond of Iowa State, and James P. Van Horn, minister and educator. Otis R. Wolfe, nationally famous eye specialist of Marshalltown, Paul A. Olson, long-time editor and publisher of the *Story City Herald*, and former Supreme Court Justices John W. Anderson and Frederick F. Faville were other well-known figures to die. Former state legislators who died included Nicholas Balkema, William W. Goodykoontz, Ora E. Husted, Frank A. O'Connor, Milton Peaco, Samuel R. Torgeson, and Harry C. White.

While Iowans were saddened at the deaths of these citizens, they took pride in the accomplishments of the living. Archie A. Alexander, Des Moines contractor, was appointed governor of the Virgin Islands. The Washington correspondent of the Des Moines *Register and Tribune*, Richard L. Wilson, won the Pulitzer Prize for his exclusive publication of the FBI report on Harry Dexter White. Willard D. Archie, publisher of the Shenandoah *Sentinel*, Will D. Alexander, editor of the Chariton *Leader*, and Carl C. Caswell, publisher of the Clarinda *Herald-Journal*, were recipients of the 1954 Master Editor-Publisher awards. The new national president of the American Legion Auxiliary was Mrs. Elizabeth R. Lainson of Fort Madison. Virgil M. Hancher, president of the State University of Iowa, served on the five-man



commission which chose Colorado Springs as the site of the new Air Force Academy. Joseph N. Welch, a native of Primghar, who graduated from Grinnell and went on to become a successful New England lawyer, achieved national fame as the witty special counsel for the Army in its dispute with Senator Joseph McCarthy.

The achievements of these and many other Iowans made it certain that the state would not be lacking in men and women ready and able to handle the problems which the state had to face in the areas of politics, education, industry, and agriculture.

GEORGE S. MAY



# IOWA STATISTICS

## Education

	1944	1953	1954
Public school enrollment .....	454,240	510,933	522,954
College-university enrollment ..	15,277	33,264	36,453

## Prices of Farm Products

Corn (bu.) .....	\$ 1.00	1.37	1.42 <sup>1</sup>
Oats (bu.) .....	.71	.74	.74 <sup>1</sup>
Wheat (bu.) .....	1.46	1.98	2.03 <sup>1</sup>
Soybeans (bu.) .....	1.92	2.59	3.01 <sup>1</sup>
Hay (ton) .....	14.80	18.60	18.80 <sup>1</sup>
Hogs (cwt.) .....	13.20	21.10	21.70 <sup>1</sup>
Cattle (cwt.) .....	12.20	19.30	19.90 <sup>1</sup>
Sheep (cwt.) .....	5.90	5.00	5.10 <sup>1</sup>
Lambs (cwt.) .....	13.20	20.30	19.60 <sup>1</sup>
Chickens (lb.) .....	.23	.20	.16 <sup>1</sup>
Eggs (doz.) .....	.30	.40	.28 <sup>1</sup>
Total farm income .....	1,518,153,000	2,396,610,000 <sup>1</sup>	2,356,759,000 <sup>1</sup>

## Farm Production

Corn (bu.) .....	579,442,000	592,540,000	540,015,000 <sup>1</sup>
Oats (bu.) .....	135,198,000	147,033,000	230,884,000 <sup>1</sup>
Wheat (bu.) .....	1,852,000	2,791,000	2,052,000 <sup>1</sup>
Soybeans (bu.) .....	38,720,000	35,626,000	55,900,000 <sup>1</sup>
Hay (ton) .....	5,822,000	6,534,000	6,793,000 <sup>1</sup>
Hogs <sup>2</sup> .....	—	17,170,000	17,236,000 <sup>1</sup>
Cattle <sup>2</sup> .....	2,537,000	3,080,000	3,079,000 <sup>1</sup>
Sheep <sup>2</sup> .....	—	147,000	156,000 <sup>1</sup>
Lambs <sup>2</sup> .....	—	1,166,000	1,245,000 <sup>1</sup>
Dairy cattle .....	1,410,000	1,074,000	1,055,000 <sup>1</sup>
Chickens (lb.) <sup>2</sup> .....	—	166,889,000	176,987,000 <sup>1</sup>
Eggs .....	4,333,000,000	4,344,000,000	4,582,000,000 <sup>1</sup>

## Personal Property

New passenger cars .....	0	100,726	98,448
Home owners <sup>3</sup> .....	394,726	513,768	520,364
Farm land value (acre) .....	130	198	205

## Tax Collections

Federal <sup>4</sup> .....	\$ 293,241,884	535,808,882	530,513,432
State <sup>5</sup> .....	70,652,705	188,537,862	201,587,396
Local .....	100,511,039	227,778,512	242,178,794

## Financial

Iowa owned life insurance.....	\$ 2,100,313,951	4,294,027,915	4,650,194,894
Retail sales <sup>6</sup> .....	1,171,942,250	3,144,234,800	3,173,157,700
Per capita income payments:			
United States .....	1,117	1,709	1,705 <sup>1</sup>
Iowa .....	996	1,518	1,597 <sup>1</sup>
U. S. public debt.....	200,003,387,221	266,071,061,639	271,259,599,108
Per capita debt.....	1,452	1,667	1,670
Consumers' price index (1947-1949 = 100) .....	75.2	114.4	114.8

<sup>1</sup> Preliminary estimate.

<sup>2</sup> Number marketed.

<sup>3</sup> Includes only those applying for home-  
stead exemptions.

<sup>4</sup> For fiscal year ending June 30.

<sup>5</sup> Includes special taxes and liquor profits.

<sup>6</sup> Based on sales and use tax receipts.



