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The Future Inland Empire
1936
Report
GREATER IOWA COMMISSION

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IOWA

THE FUTURE
INLAND EMPIRE



1936 REPORT

GREATER IOWA COMMISSION
STATE OF IOWA



State of Iowa

Greater Iowa Commission

EXECUTIVE OFFICE
Hotel Fort Des Moines

CHAIRMAN
OTTO S. MUNTZ
DES MOINES
DEPUTY
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DES MOINES
COMMISSIONERS
M. P. CHRISTIANSEN
ALGONA
HUGH W. LUNDY
ALBIA

Des Moines, Iowa, Sept. 16, 1936.

HONORABLE CLYDE L. HERRING, Governor of Iowa,
Des Moines, Iowa.

My Dear Governor:

May I, as Chairman of the Greater Iowa Commission, report activity for the first year?

Through the courtesy of the Tangney-McGinn Hotels Company, the Commission has been enabled to maintain offices in Hotel Fort Des Moines.

During the year much has been accomplished in helping to secure financial assistance for a great many Iowa industries. Most of the assistance was obtained from our own Iowa banks and financial institutions, the Chairman of this Commission acting as a mediator to bring about an understanding leading to a line of credit.

Through assistance from Senator Louis Murphy, Congressman Hubert Utterback, the Executive Council of Iowa, the United States Department of Agriculture, and the Iowa State Planning Board, the Commission has acquired a library that completely covers information concerning economic conditions affecting Iowa.

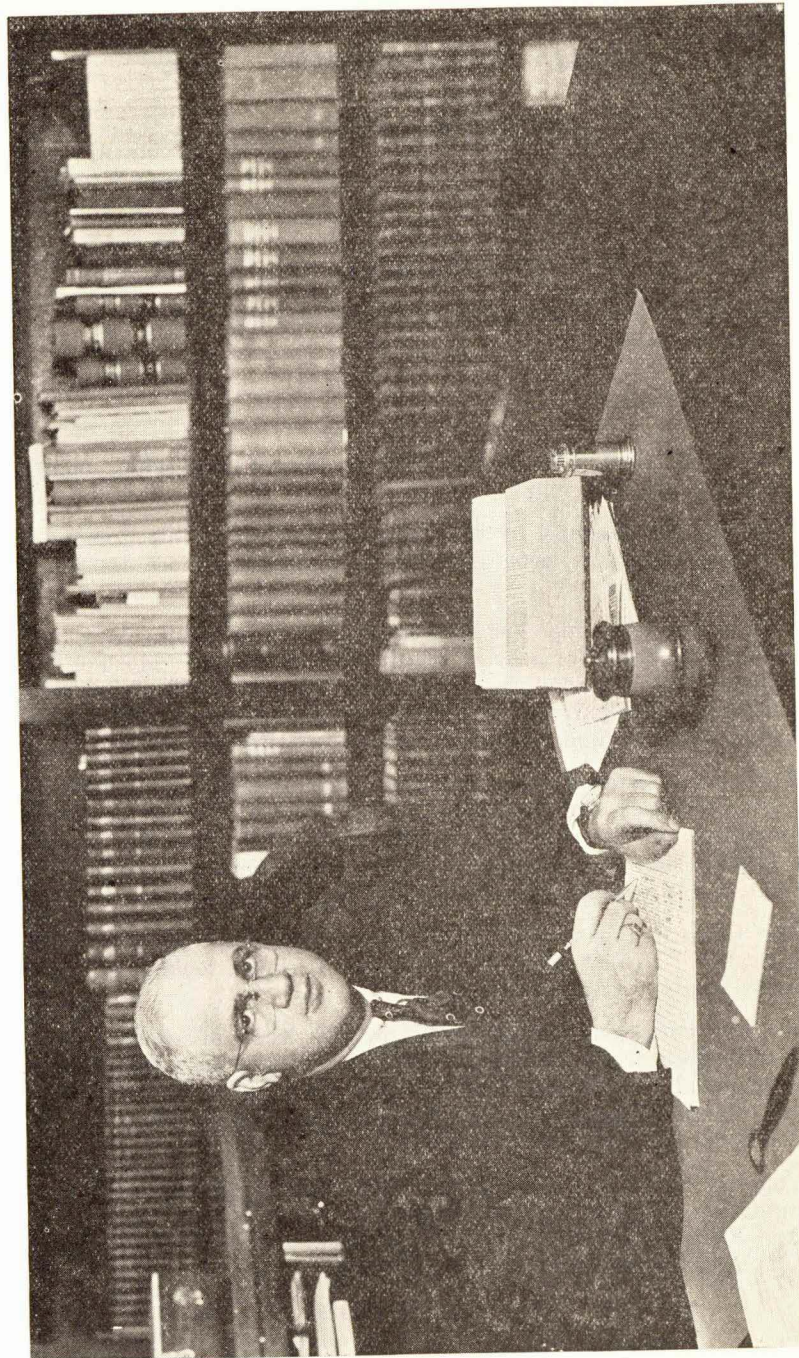
The Chairman has spent many hours studying reports, charts, and graphs. He has analyzed conditions in Iowa, looking at them from within and without the state.

He has compared Iowa's progress with that of other states. Through the assistance of reports by the National Resources Board, the Chemical Foundation, Farm Chemurgic Council, and the Iowa State Planning Board, he has learned the general direction in which Iowa has been and is drifting.

You will find the report of the Chairman of the Greater Iowa Commission summed up in the enclosed article, "Iowa, the Future Inland Empire." This story, based on facts and conditions as they are, is a part of the first annual report.

Very sincerely yours,

OTTO S. MUNTZ, *Chairman.*



Otto S. Muntz, Chairman of the Greater Iowa Commission,
at his desk in the Commission's offices.

IOWA, THE FUTURE INLAND EMPIRE

By
OTTO S. MUNTZ,
Chairman,
Greater Iowa Commission

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WHAT! A GREATER IOWA!

What! A Greater Iowa!—an exclamation implying a question.

There is little that is new—Plato answered this question long before the Christian era.

“Within each individual is a hidden pattern of the glorious being he knows himself to be, and all his trials, struggles, sufferings and disappointments are his efforts to return to this inner pattern of perfection and to express it.”

Iowa is a great state. It ranks first in

Corn—19% of United States total.
Oats—18% of United States total.
Hogs—27.5% of total number marketed.
Horses—8% of United States total.
Value of all live stock, January, 1935—\$226,816,000
Number of fat cattle.
Number and value of poultry.
Number and value of eggs produced.
Pop corn (world center).
Timothy seed (world center).
Total value of grain crops.
Value of land and farm buildings.
Value of farm implements.
Farm owned telephones.
Farm owned automobiles.
Per capita wealth.
Percentage of improved farm land.
Intelligence of her people, having the lowest percentage of illiteracy.

However, as Plato pointed out, it is only knowledge of the great possibilities that lie ahead for Iowa that causes one to question its present greatness by asking for a greater state. All constructive criticism is advanced in the hope that future development will lead Iowa to that “inner pattern of perfection.”

The Greater Iowa Commission is a non-salaried, non-political body with only the general welfare of Iowa at heart.

It has found only one major and fundamental foundation for greatness. The foundation is not the number of factories, number

of hogs, cattle, number of bushels of corn and grain, or large cities, or tall buildings.

IT CAN ONLY BE THE KIND AND NUMBER OF PEOPLE.

It is people that make factories useful, or the farm products useful and valuable, or make any visible item of greatness valuable.

Since Iowa's greatness is measured by its people—let's look at the record in order to gain the view of that increased greatness outlining Plato's "inner pattern of perfection."

Thirty-eight per cent (38%), or more than one-third of all persons born in Iowa were found living elsewhere in the 1930 census.

Comparing immigration into Iowa with migration from Iowa, we find a net loss of 25,000 persons each year.

Iowa has a higher birth rate than death rate, increasing its population by approximately 25,000 each year.

This increase in population—or increase in greatness—is entirely dissipated and lost through migration from a state that has the POTENTIALITIES OF AN INLAND EMPIRE.

Thus—we can readily see a much greater and more glorious Iowa.

Each of its many communities of beauty and cleanliness can be one-third larger—provided Iowa furnishes enough opportunity and incentive—to gain the fruits of its labor—obtaining greatness from its own initiative—by holding its own gains in increase of births over deaths.

A GREATER IOWA! WHY?

A greater Iowa will prove a benefit to every man and woman within the state.

The prosperity created by the addition of the purchasing power of at least 25,000 people each year will furnish

More jobs for the workers.

More clients for the professions.

More customers for the merchants.

More volume for the wholesaler and manufacturer.

A larger home market for agriculture.

Through this increased purchasing power, commerce and industry will be provided an outlet for expansion—making it unnecessary to expand by that cruel and expensive method—of expanding at the expense of their competitors.

Over a period of years, census reports show that Iowa practically stands still in the matter of population.

When the number of people is considered, Iowa's annual loss becomes an appalling spectacle—but when the realization that it is the more aggressive who have been leaving Iowa each year—is added to this spectacle,

It then becomes a calamity.

Proof—sure—look into "Who's Who" for 1936. You will find 1,010 native born Iowans listed who were aggressive enough and able enough to command this national attention. In a group so aggressive as this,

85% left the state.

Out of the 1,010, only 159 are Iowa citizens today.

The contributing factor causing Iowa to stand still in the matter of greatness (population) also affects physical resources in the same manner.

The standing still of the physical resources produces a loss of potential opportunities for all Iowans.

As an example—consider the item of corn. Recognized as the corn state of the nation by every sister state—

Iowa stands still—sings the corn song, while others sell the corn.

A short time ago a national corn palace was established. Was it established in Iowa?

NO!

South Dakota secured the corn palace.

The Chemical Foundation, interested in the manufacture of motor fuel through chemical transformation of corn into alcohol, decided to build a large experimental plant to produce this motor fuel on a commercial basis.

Around such an initial establishment of a new industry usually there are centered similar industries, causing that particular locality to become the world center for the particular industry—such as Newton, the washing machine center—Detroit, the automobile center, etc.

Did Iowa secure this plant?

IT DID NOT!

Kansas, the great wheat center and the sunflower state, secured it.

So Kansas is in a position to become the alcohol motor fuel center of the nation.

Here insult was added to injury.

They moved very valuable management from Iowa to Kansas to make sure this plant would receive the benefit of Iowa education.

A short time ago it was discovered that corn canned on the cob, or corn cut from the cob in whole kernels, is very much more delicious than that processed by the old style method.

Did Iowa secure this new industry?

IT DID NOT!

Minnesota and Ontario, Canada, secured this new industry.

Today we find them advertising corn in national publications, such as the Saturday Evening Post, the Ladies Home Journal, etc.

A short time ago a Farm Chemurgic Council was organized.

This Council has a membership of national leaders who see the tremendous opportunity ahead in using agricultural products in industry—such as soy beans, casein, Jerusalem artichokes, power alcohol, rubber from milkweed, corn by-products, etc.

Has Iowa been able to secure any of these councils?

IT HAS NOT!

Michigan has secured all of them, although Iowa has a greater number of men in the conference than any other single state.

A short time ago it was discovered that corn stalks make the finest board for insulation purposes. A plant was built in Iowa to manufacture this insulation.

Iowa secured this factory, and the Iowa State College at Ames controls the patents and invented the process.

Someone has discovered the necessity of establishing the home office of this important new industry in Chicago, Illinois.

If Maytag can maintain his home office in Newton—Fitch in Des Moines—Carl Weeks (Armand's) in Des Moines—Murphy in Red Oak—Shaeffer in Fort Madison—it is possible to maintain the home office of a state controlled industry within the state.

Thus is proven—

The WHY for a greater Iowa is

More jobs for workers.

Greater profits for commerce and industry.

Increased income for the professions.

Increased home market for agriculture.

PROVIDED WE DO SOMETHING—

For instance, on the back page of this booklet you will see a graph showing the progress of California, Michigan, and Iowa from 1850 to 1930.

From 1850 to 1890 Michigan and Iowa were running neck and neck, with California slightly behind. Something hap-

pened about that time. California passed Iowa. From that point on it was a two-state race, both of them far outdistancing the state that "affords the best."

About the year 1900 Mr. R. E. Olds endeavored to build an automobile in Lansing, Michigan. In seeking capital at home he became discouraged. He headed toward Chicago and New York for capital. It was necessary for him to change trains at Detroit.

While waiting in Detroit for his train, he accidentally met an acquaintance who was a Detroit banker.

The banker, being informed of Mr. Olds' mission, suggested that he come up to the bank, talk it over, and if necessary, take the next train. HE NEVER DID TAKE THE NEXT TRAIN. He secured his capital in Detroit—formed the Oldsmobile Corporation—today Detroit is the center of the automotive industry—look at the chart and see what the foresight of a single banker did for Michigan. Particularly, this is the WHY for the Greater Iowa Foundation, Inc. It will be here to function as the Detroit banker functioned in Michigan.

About 1900, leaders in California decided to sell the world on sunshine—deserts were irrigated and changed to Imperial Valleys. California fruit became Sunkist—women always had to appear on dry sand in bathing suits, taking sun baths. The movie producers were sold sunshine for better photography.

This wasn't any accident. It was a pre-conceived plan, and proves the WHY for Iowa Foods, Inc., and the Greater Iowa Commission.

If Iowa people will cooperate, they can set up a record that will put the records of California and Michigan to shame. California has deserts and mountains to the east and the Pacific Ocean to the west. It must either go around through the Panama Canal or climb over the mountains to reach its richest markets, while Iowa is on many main line railroads, with exceptional distribution and fertile fields in all directions.

Michigan is also handicapped, having water virtually on three of its sides. It is necessary to come down to the south of the state for railroad or motor freight outlet. Michigan is necessarily a state of branch line railroads, while Iowa is cross-sectioned east, west, north and south with main line railroad and motor truck transportation.

WHICH? THE 46th STATE OR THE INLAND EMPIRE?

By 1960

45 states will show substantial gains in population.
46th—Iowa—unchanged.
47th—Georgia—1% loss.
48th—Montana—6% loss.

So read the figures in the estimate of the National Resources Board's 1935 report, with the exception that the other of our forty-five states are listed ahead of Iowa in their respective estimated standings.

All states bordering Iowa show substantial increases.

Such is the estimate based on performance during the twenty-five years preceding 1935. It shows what will definitely happen if each state continues to grow as it has in the past twenty-five years.

Thus Iowa will stand still while forty-five other states increase.

This of course assumes conditions will not change so that Iowa will not have less opportunity in the future than it has had during the past twenty-five years.

However, conditions already have changed, and unless something is done, Iowa will not be able to even hold its own as predicted.

Iowa has been an agricultural raw material state.

Others have finished processing Iowa products and exported them in tremendous quantities.

The export market has diminished until it is about 10% of what it once was.

Proof—sure—United States Department of Commerce reports.

January, 1920—Farm exports.....	\$317,865,000
January, 1934—Farm exports.....	71,780,000
January, 1935—Farm exports.....	61,000,000
January, 1936—Farm exports.....	37,900,000

All of us know that foreign nations, through nationalization and development of colonial possessions, have changed from importers of our agricultural products to self-sustained nations.

The Greater Iowa program, or a program similar to it, must be carried out in order to offset this loss to Iowa agriculture.

Any program able to do this will also be able to bring about conditions that will eliminate the annual loss of population.

Let's analyze whether it can be done.

Is it climate that has attracted 38% of the people born in Iowa to other states? If it is, not much can be done, because we can't control climate.

It is not climate that is attracting this vast number of people from Iowa.

Iowa State Planning Board reports show that California obtained only 15.7% of them, or 157,375.

Contrast this with the fact that 53.5% of them are located in states surrounding Iowa—

Illinois	122,759
Minnesota	114,051
Nebraska	91,757
South Dakota	67,514
Missouri	60,706
Kansas	51,385
Wisconsin	37,875

Which shall it be?

Do nothing, thereby sinking below the estimate of the National Resources Board, slipping to a position of needing Federal aid in all manner and description?

Shall it be a program conducted in a haphazard manner according to the dictates of each of the various factions and groups that will offset this loss of agricultural exports—thereby maintaining for the state the rank of its estimate—the 46th state?

Shall it be a comprehensive, cooperative plan that will utilize all of the resources, all possible developments, and take advantage of every favorable condition?

Proper analysis will show that such an activity on a state-wide basis will produce an INLAND EMPIRE in the richest and greatest nation thus far developed.

FOUNDATION FOR AN INLAND EMPIRE

Six favorable factors together provide a foundation upon which can be built an inland empire of Iowa:

- (1) People.
- (2) Geographical location.
- (3) Transportation facilities.
- (4) Accessibility of raw materials.
- (5) Future increased use of raw materials.
- (6) Decentralization of industry.

People—First

The people of Iowa are the most intelligent and the most aggressive people in the nation.

Proof—sure.

For some time Iowa has led the nation in the matter of literacy of its people.

Aggressiveness always leads to education—the result—the most aggressive group—the most literate.

This aggressiveness also accounts for the migration from Iowa.

Iowans are so aggressive that if they become dissatisfied they will seek satisfaction, even to the extent of moving elsewhere.

This accounts for the unusual situation of having 1,084,000 native born Iowans leaving the most fertile 56,000 square miles of territory in the world.

Thus you see Iowa's present disadvantage can be turned into a tremendous advantage.

People are first and foremost in any foundation for an inland empire.

Geographical Location—Second

Economic distribution is always from a central point.

From a population standpoint, Iowa is almost the center of the nation.

Iowa is ideally located to be the center of the commercial activity of the nation.

The intense industrial activity of the north overbalances the lesser activity of the south and swings the logical center of commerce to Iowa.

Transportation Facilities—Third

Any inland empire must have sufficient, rapid transportation to all centers of the nation, as well as efficient outlets for exports.

The many transcontinental railroads crossing the state provide efficient service to every point of distribution within the nation.

Iowa's network of permanently paved highways are connected with transcontinental highways in all directions.

In the immediate future, Iowa will have waterway transportation on both the eastern and western borders of the state, which will provide the low cost facility of water transportation for export as well as coastal distribution centers.

Accessibility of Raw Materials—Fourth

Iowa is in the center of vast supplies of mineral resources.

The world's greatest deposit of manganese ore (iron and steel) (Minnesota) to the north.

Tremendous deposits of magnesia (similar to aluminum) (Dakotas) to the northwest.

Large deposits of lead, zinc, and all their by-products (Missouri) to the south.

It is economically sound and practical to manufacture such raw material in a state located in the center of such a combination, especially since Iowa has tremendous deposits of coal, which is needed for the refinement of these basic ores.

Fifty-six thousand square miles of the most fertile land will produce many articles other than food that will be used in commerce and industry, the processing of which will require many thousand workers.

Future Increased Use of Raw Materials—Fifth

A future development in industry will be the use of raw materials obtained from the farm.

Some of the many kinds of raw material that can be produced in Iowa for this purpose are:

Soybeans
Casein
Jerusalem Artichokes
Milkweed
Motor Fuel

There are 74 major commercial uses for the old Chinese product—soy beans.

Ford cars are painted with soybean oil, and 17 of their parts are made from soy bean meal.

Thousands of manufacturers are now using soy bean meal for their raw material in making plastic products such as scale housings, steering wheels, plastic frames, and molds of all kinds.

Casein—this is a product obtained from skimmed cow's milk.

Fancy glazed paper, high grade glue, plastic products, fountain pens, pencils, ash trays, onyx, etc., are made from this very important by-product.

Heretofore, Iowa farmers have milked the cow, separated the cream from the milk, made butter from the cream, and fed the skim milk to hogs.

With proper development, there will be a casein plant in each creamery.

This farmer will sell his skim milk for cash, and use some of the heretofore surplus food products to feed his hogs—replacing skim milk.

Jerusalem artichokes—a miniature sunflower—considered a weed—originally used by the Indians for their supply of sweets—a drought plant that flourishes in periods of drought—has tremendous commercial possibilities, now revealed by the Farm Chemurgic Council:

Three and one-half times amount of sugar as compared to sugar beets;

Two times as much levulose as found in corn sugar;

One and one-half times as much levulose as found in cane sugar;

One-half levulose and one-half corn sugar makes ideal combination for candy and ice cream manufacturers;

It will require ten to fifteen million acres to produce sufficient levulose to supply candy and ice cream manufacturers.

(Sugar imports—1935, \$147,087,763—1934, \$117,614,114.)

Artichoke tops will produce 3½ tons per acre of insulation material.

Iowa land will produce 15 tons of tubers per acre.

Our own Iowa State College reports that they have found rubber in the lowly milkweed.

The demand for rubber is so well recognized it needs no comment here.

Milkweed is one of the agricultural products now in experimental process that provide a bright outlook for a new era in agriculture.

Motor fuel some day will grow on the farm.

We have on file copies of advertisements in foreign nations of the following American companies, advertising the efficiency of their products in connection with the use of alcohol for motor fuel:

International Harvester Company
Studebaker Corporation
General Motors Corporation

Proper mixture of alcohol with gasoline will produce an anti-knock motor fuel without the use of that poisonous lead commonly called ethyl.

Proper mixture of alcohol and gasoline will produce an exhaust with very little carbon monoxide.

Through the use of alcohol in gasoline, America can rid herself of the nuisance of air pollution and contamination by the internal combustion motor.

For every gallon of alcohol produced, it will require ten or twelve pounds of coal. (Iowa formerly had 18,000 families supported by the mining of coal. Today there are less than 6,000 families so supported.)

Decentralization of Industry—Sixth

Decentralization of industry has already been started.

Iowa's many cities and villages prove to be veritable gems for decentralized industry when the following factors are considered:

National central location.
Intelligent and morally high grade labor.
High labor health ratings.
Invigorating climate.

WHAT MUST BE DONE

First—A Greater Iowa program adopted and executed.

Second—The tariff wall removed from Iowa's east and west borders.

Third—A national agricultural program that will stabilize prices and afford Iowa agriculture a fair return for large crops.

Fourth—A national labor program that will provide commercial employment by assisting small industries.

* * * * *

After one year's study, the Greater Iowa program is now laid out.

The time it will require before the people of Iowa will obtain the many benefits through its execution depends upon the civic organizations and civic leaders of the state.

No one commission or one group can do it alone.

A state-wide plan providing state-wide benefits must have state-wide cooperation.

* * * * *

Iowa has a tariff wall on its east and west borders in the form of toll bridges.

Tolls on shipments and persons leaving or entering the state are paid by all the state.

Transportation to and from so-called inland counties pay tolls in the same manner as river counties.

The elimination of this antiquated toll charge for the use of a part of the nation's highways system is important and will prove a benefit to all the state.

No other state in the Union has 50 per cent of its borders bracketed by a tariff wall such as this toll charge levies on its interstate transportation.

It is necessary for Congress to allow cities on an interstate river to build bridges into an adjoining state before this antiquated system is removed.

Most of our so-called river towns have no investment in bridges, while our so-called inland towns have tremendous investments in bridges.

There should be no difference between a city investing in bridges such as all of the major cities within the state and those on the borders of the state.

Bridges are a part of our transportation system.

Intrastate toll bridges went out with the toll roads, but we still have interstate toll bridges.

* * * * *

During the year, the reports of every Secretary of the U. S. Department of Agriculture has been analyzed, together with the report of every Iowa Secretary of Agriculture.

The information gleaned from these reports led to the Greater

Iowa Commission advocating an agricultural program on February 6, 1936.

Briefly, it embodies the following principles:

FIRST AND FOREMOST, ONCE AND FOR ALL TIME, TAKE AGRICULTURE OUT OF POLITICS. Accomplish this by creation of a SUPREME AGRICULTURAL COUNCIL, members of this council to be appointed on the same basis as Justices of the Supreme Court are appointed, and qualifications to be on an equally high standard.

SECOND, COOPERATE WITH NATURE. Save in times of plenty to create a reserve for use during periods of need by establishing government owned and operated warehouses for storage of all staple agricultural products.

THIRD, STABILIZE PRICES for the benefit of farmer and consumer, but without creating interference with domestic commerce. At the beginning of each year the SUPREME COUNCIL to establish a definite purchase price for each commodity handled. At the same time, set a selling price on each commodity higher than the purchase price.

FOURTH, PROTECT THE ENTIRE PLAN. Prohibit imports of commodities handled by government agricultural warehouses except to permit established commercial warehouses to accept such imports, and then allow these goods to be released only in such quantities and at such times as the management of the government warehouse shall specify.

FIFTH, EQUALIZE DIFFERENCES IN STANDARDS OF LIVING of American farmer and laborer, as contrasted with those of other countries, with particular reference to labor employed in processing agricultural products. Remove fear of breaking the market by unloading excessive quantities. Accomplish this by selling excessive surpluses to highest American bidders for export only. Cover losses, if any, with profits accumulated as in Paragraph Three above. Meet remaining deficit, if any, with government assistance.

SIXTH, CREATE A NEW ERA FOR AGRICULTURE by coordinating activities of U. S. Department of Commerce and Department of Agriculture to bring about full utilization of agricultural products in industry, such as industrial processing of soy beans, Jerusalem artichokes, rubber producing plants, and many others.

SEVENTH, CONSERVE PRODUCTIVITY OF THE LAND by a conservation program based on education instead of coercion. Patriotism of our farmers can not be questioned.

EIGHTH, CREATE WORLD TRADE GOOD WILL by warehousing agricultural products during years of high production instead of dumping American surpluses on a surfeited world market; and releasing stocks during periods of low production abroad.

NINTH, INCREASE NATIONAL WEALTH by conserving

surpluses during periods of low priced world market and exporting during periods of high priced world market, thereby selling surpluses for export at a higher figure than they would bring if sold when produced; also by having supplies on hand for domestic use instead of buying them through imports as in 1934, 1935, and 1936.

TENTH, ALLOW AGRICULTURE TO STAND ON ITS OWN FEET. This will be accomplished automatically when agriculture receives fair prices for bumper crops instead of ruinous prices for bumper crops. Within itself, its thrifty members will be able to create cash surpluses to carry them over periods of drought, pestilences, etc., AND ANY NEED FOR CHARITY THINLY DISGUISED UNDER THE CLOAK OF RELIEF WILL BE GONE FOREVER.

* * * *

On February 17, 1936, the Greater Iowa Commission advocated an employment program.

It is built around the fundamental principle of aiding the employer in order to increase employment.

The adoption of this plan will aid aggressive Iowans who have ideas for expanding, thereby creating additional employment.

From applications on file we know that adequate funds distributed according to this plan would employ every member of the Iowa army of unemployed at the time the plan was conceived, with the possibility of our government eventually receiving repayment of most of the money so advanced.

Essentials for Employment Plan

- (1) Provide easily available government financing that will attract additional commercial financing.
- (2) Government must not control policies or operation of business so aided.
- (3) Determine amount of financing by assured additional employment.
- (4) Minimize losses by sensible retirement plan.
- (5) Administer plan without added expense to the government.

Plan

A NATIONAL COMMISSION, appointed by the Department of Commerce, whose only duty will be appointment of 48 state commissions, shall be composed of individuals who will serve without compensation.

A STATE COMMISSION in each state, whose duties will be appointment of local commissions in each county and in such municipalities or divisions of municipalities as may be indicated, shall be composed of individuals who will serve without compensation.

A LOCAL COMMISSION shall pass on applicants for assistance, and if approved, shall certify that the applicant is

in good standing in his community, that his record is such that he may be expected to fulfill the terms of his contract with the government, especially with reference to increased employment; and members of local commissions shall serve without compensation.

SPECIAL PREFERRED STOCK shall be purchased by an existing department of the government upon receipt of an application certified by a local commission. For each new employee applicant agrees to hire for not less than one year, as much as \$500 worth of Special Preferred Stock may be purchased.

INSURE RETIREMENT OF SPECIAL PREFERRED STOCK by contract which, among other things, shall specify that so long as any such Special Preferred Stock is outstanding, no dividends shall be paid to holders of other types of stock; that salaries paid for management, including directors and officers, shall not be increased while any Special Preferred Stock is outstanding.

INSURE AGAINST LOSS. Special Preferred Stock shall be called at 105. Dividends shall be 5% accumulative. If or when passed, dividends shall bear 6% interest.

PRECLUDE GOVERNMENTAL DICTATORSHIP IN BUSINESS. All Special Preferred Stock shall be non-voting.

PROVIDE FLEXIBILITY to meet situations where needed capital exceeds \$500 per new employee by permitting issuance of additional stock in the same classifications, not to exceed three times the amount purchased by the government. All rights and participations shall be pro-rated.

ATTRACT COMMERCIAL CREDIT by permitting payment of bank loans, mortgage loans, interest payments, and general creditors' claims to have precedence over retirement of Special Preferred Stock.

* * * *

The elimination of toll bridges—the agricultural program—the employment program—all of them benefiting Iowa—call for Congressional action.

All three plans will be submitted to the 47th Iowa General Assembly.

This forthcoming Legislature will be asked to discuss the plans, analyze them in order to improve upon them, and by resolution, officially forward complete plans to the President and Congress.

In addition, the Legislature will be asked to forward the Iowa plans to other Legislatures for similar action.

Thus, three plans so fundamental in nature so as to affect the prosperity of the entire nation—and Iowa in particular—undoubtedly will be discussed in most of the Legislatures of the 48 states.

Discussion and action on such a concerted drive will focus the attention of our national chief executives and congressional leaders on the demand for fundamental improvement for general welfare rather than superficial measures for political expediency.

WHY PRODUCE "VOICES"?

From a native born Iowan—one who has demonstrated that manufacturing and national distribution can successfully be done in Iowa—with a fortune for its reward—Carl Weeks, founder of the Armand Company—the Greater Iowa Commission has acquired one of its fundamental principles—

IF YOU WANT TO ADVERTISE, DO SOMETHING.

The purpose of producing "Voices" is to advertise Iowa to the rest of the world.

Through the production of this wonderful drama, the world will know Iowa culture—as a matter of fact, it is the Iowa plan for culture.

"Voices" has been written by an obscure but very zealous, patriotic Iowan—Lemuel E. Gibson—the major part of his last twelve years has been spent in writing "Voices."

It was written by an Iowan, assisted by Iowa's outstanding religious, literary, and legal leaders.

It will prove a demonstration to the world that the State of Iowa has a medium to assist in obtaining public recognition of obscure ability.

It will be produced by one of the world's outstanding showmen—a native born Iowan—Colonel B. J. Palmer of Davenport.

It will be directed by an Iowan, and the cast will include only Iowans.

It will be produced only within the borders of the state, and it is hoped that in the years to come, it will be produced on an annual basis in a different section of the state each year.

The activity in connection with the annual production of this drama will bring together various conflicting groups and factions.

Such bringing together and working for a common cause will bring about a better understanding and cooperation on other worthwhile state-wide activities.

Successful playwrights have classed "Voices" with "Ben Hur" and "The Miracle."

Religious leaders of all creeds and denominations have requested the Greater Iowa Commission's sponsorship.

Profits will go into a fund to perpetuate "Voices"—each year the production will become more spectacular—to the nation it will become a cultural symbol for the state.

WHY IOWA ANNUAL GRADUATION CELEBRATION?

The 1935 report of the Iowa State Planning Board reveals that of the age group between 30 and 34 years, 29.2% left Iowa between 1920 and 1930.

Twenty-seven and eight-tenths per cent of the age group, 25 to 29 years, left the state in the same decade.

Men and women between 35 and 39 years left Iowa to the amount of 21.1% during the same period.

Nineteen and eight-tenths per cent of young people between 20 and 24 years also left; as did 18.5% of the age group, 45 to 49 years; and 15.6% of the age group, 40 to 44 years; all in the ten years between 1920 and 1930.

So read the Iowa State Planning Board figures regarding the sad losses of Iowa people between 1920 and 1930.

Why should Iowa lose one-fifth of her men and women during the college graduation period?

Why should Iowa lose over one-fourth of its men and women in the first part of the first period of their productive life?

Why should Iowa lose almost one-third of the men and women in the second part of the first period of their productive life?

It isn't lack of courage, because they have had courage to move elsewhere.

It isn't lack of aggressiveness, because the very act of moving is aggressiveness.

It isn't due to climate, because over half of them move to adjoining states.

It isn't lack of facility, because Iowa possesses more facilities and potential possibilities than most of the other 47 states.

It isn't due to health, because Iowa possesses one of the highest health ratings.

**THEREFORE THIS MIGRATION OF YOUNG PEOPLE
MUST BE DUE TO LACK OF ENCOURAGEMENT.**

Iowa provides an educational system that has raised it to the highest standards of literacy in the world—but what has Iowa done to encourage its young folks after graduation?

Please supply your own answer—ours, from a state-wide standpoint—is NOTHING.

In order to bring about encouragement to those who graduate—what is most important—to articulate the idea of encouragement to those able to provide encouragement—the Greater Iowa Commission will sponsor an annual state-wide graduation celebration.

Heretofore the schools themselves have provided a graduation exercise—of course this should be continued—but a reception by society to those leaving school life and entering productive life will produce encouragement too precious for money to buy or publicity to gain.

Uniting the civic groups of each community in a state-wide activity for this purpose will produce results that will cause other states to follow Iowa.

And why not?

If Iowa leads all states in the matter of literacy of its people, it likewise should lead all states in the matter of encouragement to its student graduates.

Such activity will produce publicity in other states that will favorably advertise the Iowa spirit to those desirous of seeking new locations.

THE GREATER IOWA PROGRAM

From a native born Iowan—from a man who conclusively proved that one can take an idea in Iowa and develop it into a world-wide profession, using Iowa as a fountainhead for that profession—a world-wide traveler, yet a loyal and patriotic Iowa citizen—a pioneer in civilization's newest accomplishment—radio—an inventor—a philosopher—an author—Colonel B. J. Palmer of Davenport—the Greater Iowa Commission has acquired one of its fundamental principles in connection with the Greater Iowa Program:

DON'T TELL IT—SELL IT.

Thus the Greater Iowa program is based on selling—not telling.

The retaining of Iowa's natural increase in population will make Iowa a greater state.

The Greater Iowa program is a plan of attack—based on action rather than words—to bring about as a natural result of Greater Iowa activity a condition whereby Iowa will hold its people.

This definite plan of action is an attack on six fronts:

- 1—The Greater Iowa Commission (Department of State)
- 2—Greater Iowa Council, Inc.
- 3—Greater Iowa Foundation, Inc.
- 4—Greater Iowa Institute, Inc.
- 5—Iowa Foods, Inc.
- 6—Greater Iowa Magazine, Inc.

* * * *

THE GREATER IOWA COMMISSION—created by the 46th Iowa General Assembly—to serve without compensation—on a non-political basis—for patriotic purposes only.

The sole purpose—to coordinate existing groups and agencies for state-wide activity toward the development of a greater Iowa—to sponsor activity by which and through which such cooperation will be gained.

It will be a medium which any Iowa citizen can use to secure facilities to which they are justly entitled.

It will point out to the Legislature the desirability of obtaining legislation in order to bring about a greater Iowa.

It will always stand pledged to advertise Iowa.

(Not telling but selling—advertising by doing something.)

It is pledged to develop committees on transportation so that

Iowa manufacturers and farmers will be able to gain and maintain equitable transportation facilities and rates.

It will develop a department to secure new basic industries—it is pledged that in this connection information shall be open at all times to each and every Chamber of Commerce of the state.

* * * *

THE GREATER IOWA COUNCIL, INC.—a non-profit corporation—composed of sixteen directors (one from each of Iowa's sixteen jobbing centers)—an Advisory Board in each county—a community chairman in each community.

The community chairman's duty is to secure the cooperation of the various groups and factions in his community—cooperation to include cooperation on local matters as well as cooperation on a state-wide Greater Iowa activity.

The duty of the county advisory board is to direct the policies of the various community chairmen in the county—to act as an advisory board for the county to the Greater Iowa Commission.

Cooperation will develop harmony and prosperity—harmony and prosperity will create happiness—happiness and contentment will not only produce citizens loyal to their state—but—will make zealous boosters of loyal citizens.

* * * *

THE GREATER IOWA FOUNDATION, INC.—a corporation to be managed by a board of directors of successful Iowa business men—headed by one of Iowa's outstanding manufacturers with national distribution—a corporation whose profits will be donated into a revolving fund—a corporation that will manage and solicit funds for this revolving fund.

The Greater Iowa Foundation revolving fund will be invested in small Iowa industries—who have promising future—who have all the facilities for rapid expansion—except capital—at the time of writing this report there are over 200 Iowa industries now in this predicament.

Small industries grow into large industries—in most cases large industries are developed from small industries through cooperation within the community in which they are established—thus large industries usually are loyal to such communities—their management becomes deeply rooted in local affairs—therefore—the surest way of obtaining greatness is to develop small industries—deep rooted into their local communities—rather than expect to purchase by promise or cash industries already established elsewhere, transplanting personal ties and affections in addition to physical property.

GREATER IOWA INSTITUTE, INC.—a corporation on a non-profit basis—managed by a board of directors consisting of a combination of patriotic business men and educators—banded together with the idea of furnishing a service to any Iowa citizen, corporation, or firm—service in the form of a clearing house for information from various educational institutions and departments of federal and state governments—an Institute pledged to furnish any Iowa citizen what he wants to know (except professional advice)—regardless of whether he has a college degree or a high school diploma.

No teaching—but a systematic way of furnishing Iowa people with information now available and to which they are justly entitled—but—owing to the complex nature of available information and to the vast amount of available information, it is next to impossible for an individual to segregate what he doesn't want from what he desires to learn.

Thus for the price of a postage stamp, small Iowa processors and manufacturers will be able to acquire what larger corporations now acquire through research departments—in other words—an Institute furnishing research information to the citizens of its state.

The cost will be very small—the results—encouragement and knowledge to those having problems without the facilities for research.

* * * *

IOWA FOODS, INC.—a corporation that is an answer to the ever increasing demand for cooperative marketing by small food processors and growers—this provided without the usual difficulties gained through almost unmanageable cooperatives.

A corporation controlled by the Greater Iowa Commission, but managed by Iowa's leading food growers and processors.

At present there is a statute that permits the use of the label "Iowa State Brand" provided growers and processors operate under quality restrictions as instructed by the Iowa State College—the use of the name "Iowa State Brand" carries the guarantee by the state that the merchandise under the label is first grade quality.

The practicality of the Iowa State Brand idea has been substantially proven by its use in connection with Iowa State Brand butter—Iowa State Brand butter has yielded thousands of dollars to Iowa farmers, as well as tremendous profit to the member creameries owning the Iowa State Brand Creameries Association. IF IOWA STATE BRAND BUTTER CAN BE SOLD AT A PREMIUM—SO CAN IOWA STATE BRAND CORN, PEAS, TOMATOES, etc.—IN ALL THERE ARE THIRTY-SEVEN ITEMS IN ADDITION TO BUTTER THAT CAN BE SO MARKETED.

During the year various large processors of Iowa grown foods have expressed their willingness to manage such a corporation.

Iowa Foods, Inc., will obtain on the eastern and western markets a premium for Iowa grown products—Iowa farmers will receive higher prices for quality food—Iowa labor will be employed in the processing.

Thus we begin to change from a raw material state to a finished product state.

Nothing will be done to interfere with any existing plant or industry—corporations, firms, cooperatives, and individuals will be invited to participate by using a percentage of their present production only to the extent Iowa Foods, Inc., will be able to efficiently dispose of them—advertising will be paid out of profits—sales expense out of profits—the remaining profit to be refunded on a pro-rated basis according to quantity supplied by processors.

Legislative action is required and will be asked of the 47th General Assembly.

* * * *

GREATER IOWA MAGAZINE, Inc.—a corporation to publish a monthly Greater Iowa magazine—a board of directors consisting of Iowa's leading newspaper and radio officials—subscribers to be obtained through newspaper and radio publicity—an earnest endeavor to operate at a substantial profit through the selling of advertising as well as subscriptions—profits each year to be distributed on a pro-rated basis to newspapers and radio according to subscriptions furnished or obtained.

Magazine to promote the Greater Iowa spirit—the spirit of co-operation—this message to be carried eventually into every home in the state.

Thus, by the medium of printer's ink, commerce, industry, labor and agriculture will be brought together and the story told at the family fireside.

* * * *

This, then, is the Greater Iowa program—a program of commercial activity—because—

In every community since the first cave dwellers group, social progress has accompanied economic progress.

* * * *

A GREATER IOWA MEANS AN INLAND EMPIRE!

* * * *

A Message to Iowa Young People

THE UNNECESSARY STRUGGLE

Ambition is one of the greatest gifts our Creator gives to man, but, how often it is misdirected, and how terrible the struggle its misdirection causes. It matters not whether it be man as an individual or men as a corporation, state, or nation. Each particular bit of ambition has a goal, and the surest way to reach this goal is on a direct, straight-line way, but it must be on the high road of worthiness, and traveled in a calm, serene, and confident manner.

Circumstances and desire create ambition, and because the road to achievement is the road where the individual start is made, there are never two people on the same road. Particular goals may be sought by many, resulting in many roads to the same goal. The start is the easiest, because there the road is widest—the finish hardest, because there the road is narrowest. The more sought after the goal, the more roads leading to it, and the more roads leading to it, the narrower they become at the end.

Such roads never parallel. As they come closer to each other, leading to the same goal, man is tempted to take away the other fellow's road to make his road wider and apparently easier.

This is where unnecessary struggles take place—struggles that lead to misdirection so that in many cases the goal is never reached. Sometimes the goal is reached, but so misdirected was the conquering of it, that the achievement isn't worth the battle scars, or the worn-out physical condition surviving the battle.

When the road is so narrow that you cannot proceed to your goal without pushing aside the other fellow, do not attempt it. He won't be pushed aside without struggle. Struggles cost time and energy. Cooperate with him. Cooperation always returns its value, and, when you voluntarily cooperate, you lead. During cooperation your road is just as wide as it was before cooperation; but instead of having the other fellow interfere with your progress, you go your separate roads, hand in hand. However, since you volunteered your cooperation, you are slightly ahead, and, extending your hand to him, help him along, while he is extending his hand forward to you.

The art of cooperation is a gift our Creator gives man, that man might achieve without destruction.

MAKING A GREAT STATE GREATER

In every community since the first cave dwellers, education has created the desire for better things. The acquisition of better things by people is of course civilization itself. Thus, down through the ages, civilization progressed only to the extent education provided the desire for better things. From the very beginning, after the creation of desire, a fundamental and all important art is necessary for success in acquiring better things.

In the beginning, desire consisted of only simple things. Therefore, the necessary art to acquire them was simple. Now, an analysis from the beginning of our civilization to our present day reveals an interwoven, continuous, and ever-increasing complicated cycle involving the principle, first, of education; second, of desire; and third, accomplishment. Each accomplishment has provided additional education, creating additional desire, and thereby demanding a much more complicated art of accomplishment.

I refer to cooperation as the art of accomplishment. I bring it up at this time because we find ourselves faced with the problem of having our graduates enter their period of adult life in a state of timidity, fear, and wonderment. For convenience sake, man can declare a moratorium in the commercial, professional, civic, and industrial fields, but, no man can arrange any moratorium with the march of time. Time goes on forever at the same pace. Children grow into manhood and womanhood regardless of prosperity or depression. There can be no moratorium for education. It must go on. Students should graduate into their various walks of life with confidence and knowledge—knowledge to the extent of knowing what it takes to accomplish their desires.

An illustration proving cooperation, the art of accomplishment, can be had by considering what takes place at the very beginning of individual education. The individual must cooperate, first of all, by listening, again cooperate by making a mental picture in his mind of what he sees in connection with what he hears, and further must continue to cooperate by bringing his reasoning power into action in order to determine the use he intends to avail himself of what he hears, and sees. In other words, education itself is a personification of cooperation.

Originally, simple education was obtained through laborious cooperation. Civilization advanced only to the extent which educa-

tion became complex. Thus, simple cooperation became secondary and in most cases used subconsciously. Therefore, when the individual fails to use simple cooperation and as a result experiences a failure, he blames, not himself, but someone or something else. He has made the mistake of taking for granted and expecting to possess, without any cooperation, that which others in previous generations labored to acquire.

This leads to discouragement, discontent, timidity, and idleness. A proper knowledge of the value of simple cooperation will change such an individual to a state of encouragement, expectancy, confidence, and aggressiveness. He is encouraged because he knows what he has to do in order to get what he wants. He is contented because of this knowledge. He conducts himself with confidence because he knows that as soon as he qualifies he will attain his goal. He is aggressive because he wants to bring about that accomplishment.

History does not record a single individual who at one time did not use the art of cooperation to the fullest extent. You will find not a single successful individual recorded who did not use the art of cooperation until the end of his earthly existence. All the failures recorded are those of individuals who at the point of their failure, neglected to use this art of cooperation.

Take, for instance, the life of Napoleon—a phenomenal success until the time he thought he became so great that he did not need to cooperate with others in simple things. He became interested in serious distractions. The result was to turn glorious success into dismal failure. Our own Woodrow Wilson is another example. For a time he cooperated in every respect. At the end of the war he became the number one official of the world. At this point his cooperation with Congress became neglected. Consequently a League of Nations agreement, unsatisfactory to the American people, was proposed and voted down. As a result, today humanity is unable to gain the benefits of his high ideals and arduous labor.

George Washington and Abraham Lincoln never lost the art of simple cooperation. Washington could publicly pray for such simple things as food and clothing for his men. He was always ready and willing to cooperate in connection with simple things. Lincoln's willingness to cooperate in simple things with simple people was the despair of his associates, except that of U. S. Grant. Grant's military success was simply due to the possession of cooperation of all his men. He had their cooperation and confidence because he himself never lost this art of cooperation with them. This knowledge gave him the confidence, patience, and aggressiveness to issue that immortal statement: "I propose to fight it out along this line if it takes all summer."

Our Master summed it all up for us when he gave us the Golden Rule: "Do unto others as you would have them do unto you."

In other words, cooperate with others if you want them to cooperate with you. In the simple things, such as a job or a better position or any of the various simple things that today, due to their multiplication, become a national problem, cooperate with others in a position to grant the simple things.

The "take it for granted" and "I've got it coming" attitude on the part of your students will produce graduates entering adult life with timidity, discouragement, wonderment, and I hesitate to say, a degree of "don't care" idleness. This, contrasted with entering adult life with patience, confidence, happiness, and aggressiveness, gained from proper knowledge of the art of cooperation, together with a realization of the importance of simple cooperation.

To individually impart the important realization to each student that conditions temporarily must be taken as they are and not as they should be; that there is no moratorium in connection with becoming of age, and further that accomplishments are hard to attain only in relation to lack of simple cooperation, is an activity that will place the teaching profession on a basis of providing the most effective employment program thus far developed. Within a short space of time such activity will make any great state much greater.

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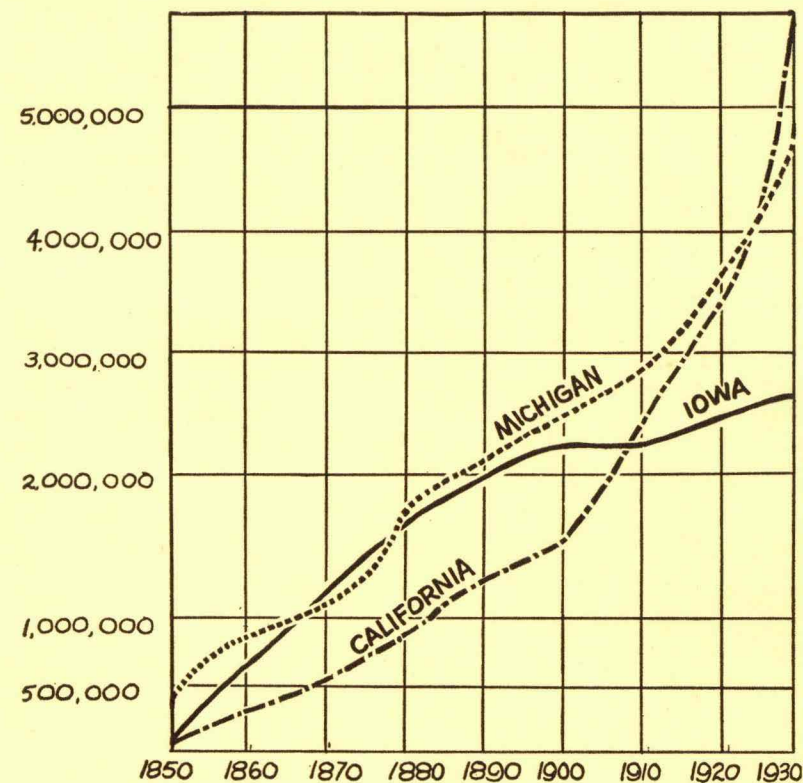
MEANS

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WHICH? THE 46th STATE OR AN INLAND EMPIRE?



The above population chart for Iowa, California, and Michigan illustrates why the Greater Iowa Commission is concerned with preventing further migration from the state and encouraging new industries and businesses to locate in Iowa as an incentive to employment.

The chart shows the beginning of a losing race in 1890 when California began a quick pick-up and passed Iowa in the early 1900's. Since 1910 Iowa population has been almost at a standstill, while California and Michigan have raced away to new all-time highs.

GREATER IOWA COMMISSION

OTTO S. MUNTZ, *Chairman* . . . DES MOINES, IOWA

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