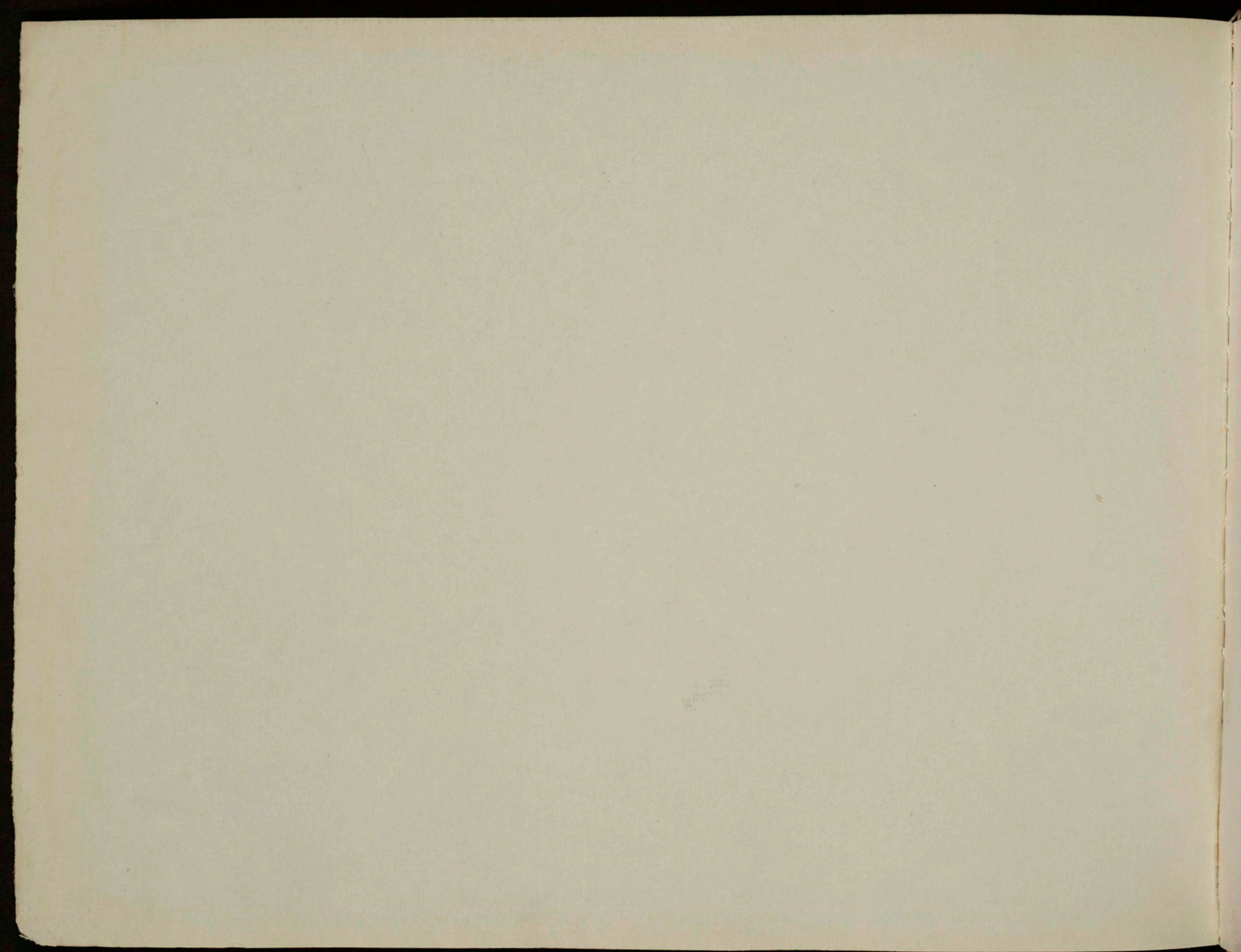


A Century of Progress of
MISSOURI
IN PICTURES



A Century of Progress of
MISSOURI
IN PICTURES



OFFICIAL SOUVENIR OF THE MISSOURI EXHIBIT

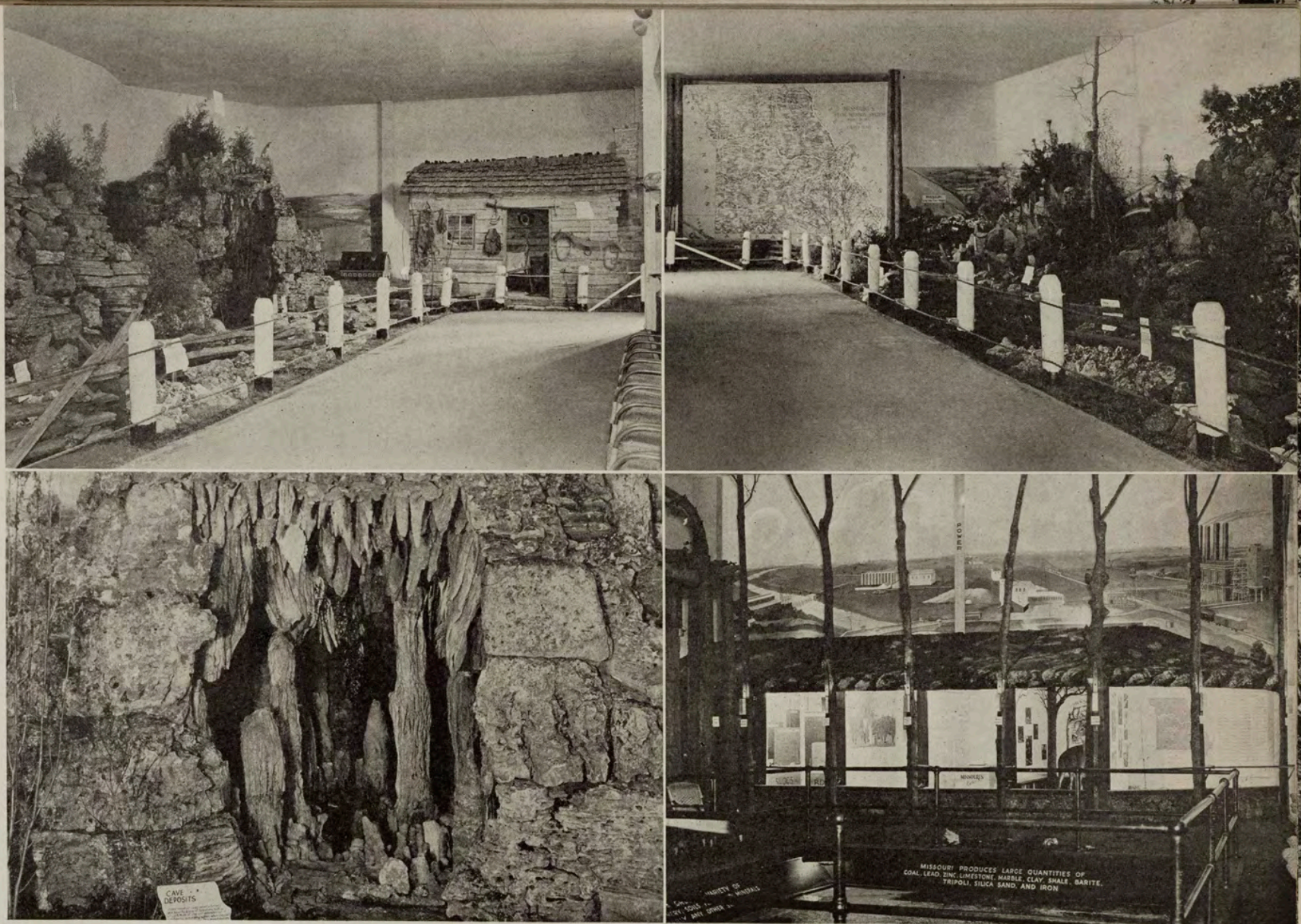
AT THE CENTURY OF PROGRESS EXPOSITION
CHICAGO, ILLINOIS, 1933

FOREWORD

No camera can truly catch, no pen fully portray, Missouri as it is. Recognizing this, the compilers of "A Century of Progress of Missouri in Pictures," a book primarily for limited distribution to interested visitors at the Chicago Century of Progress Exposition, have not gone exhaustively into the history, resources or possibilities of the commonwealth. Rather, has the object been to present, in text and pictures, Missouri material in a form easy to take and in keeping with the hurry-up age that is ours. Missouri is a young state, as time goes, yet so rapid has been her progress, that it seems a far cry back to her first birthday, as far as from ox-cart to auto, from rough-hewn cabin to crowded city, from pony express to air-way travel. It matters not in what direction one may look in Missouri, he may glimpse those things which make for the strength of a state—homes, herds, hamlets, soil, schools, scenery, churches, cities. And everywhere there are good roads, as good as engineers can plan or workmen build, made or in the making. If you, reader, are sufficiently interested to want to know and see more of such a state, our work will not have been in vain. This book is not published to make the Missouri Commission or anybody else money, but to make better and more Missourians. It is yours to have and to keep—the short story of a great state. If your home is in Missouri you are lucky. If it is elsewhere you are welcome here, where it is far enough north for hustle and far enough south for hospitality. The latchstring is on the outside. Pull, enter, and you will be happy. Truly, it is "Old Missouri, Fair Missouri."

With this in view, the Missouri Century of Progress Commission has authorized the Missouri State Chamber of Commerce to direct this publication, with the assistance of Mr. Floyd Shoemaker, Secretary of Missouri State Historical Society, and Hon. Wm. L. Nelson.

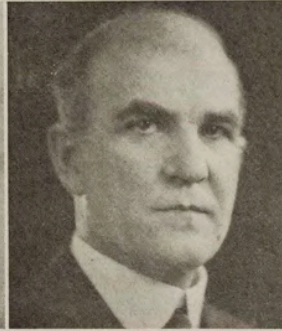
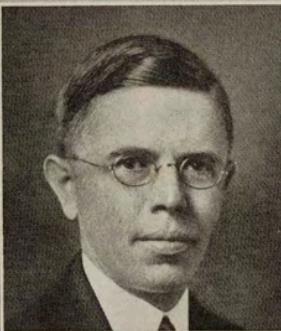
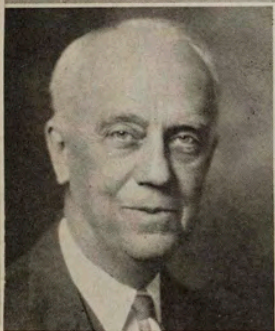
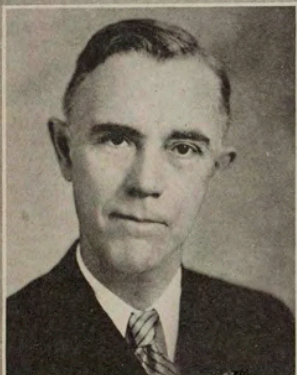
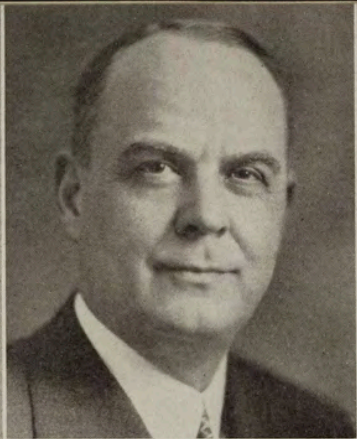
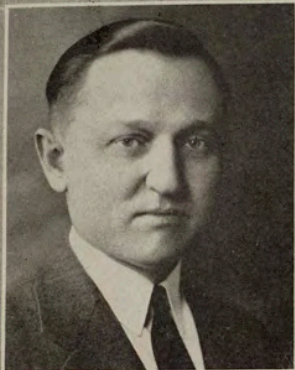
FOUR INTERESTING
SECTIONS OF THE
MISSOURI EXHIBIT
at the Century of Progress
Exposition



MISSOURI
of to-day

MISSOURI HAS PROMINENT PLACE IN HALL OF STATES

Missouri's exhibit at the Century of Progress Exposition has greater indoor space than that of any other state—9,440 square feet. The exhibit comprises three rooms, with ample space for movement of large crowds. Some of the features of the exhibit are the avenue of trees in which fifty-one main varieties of Missouri forest trees were used, a large pictorial relief map, native rock formations, a reproduced Missouri cave, a Shepherd of the Hills country log cabin, farm scenes, mine scenes, Lindbergh's Paris flight, Missouri industries, notable Missourians, educational institutions, Missouri parks, the three Capitols, live stock, horticulture. Four motors are required to operate the exhibit. Beautiful lighting effects are attained. Music enhances the entertainment. The size of the exhibit may be estimated with the fact that eleven large freight cars were required to transport the exhibit to Chicago.



MEMBERS
MISSOURI
CENTURY
OF PROGRESS
COMMISSION

ADVISORY
COMMITTEE

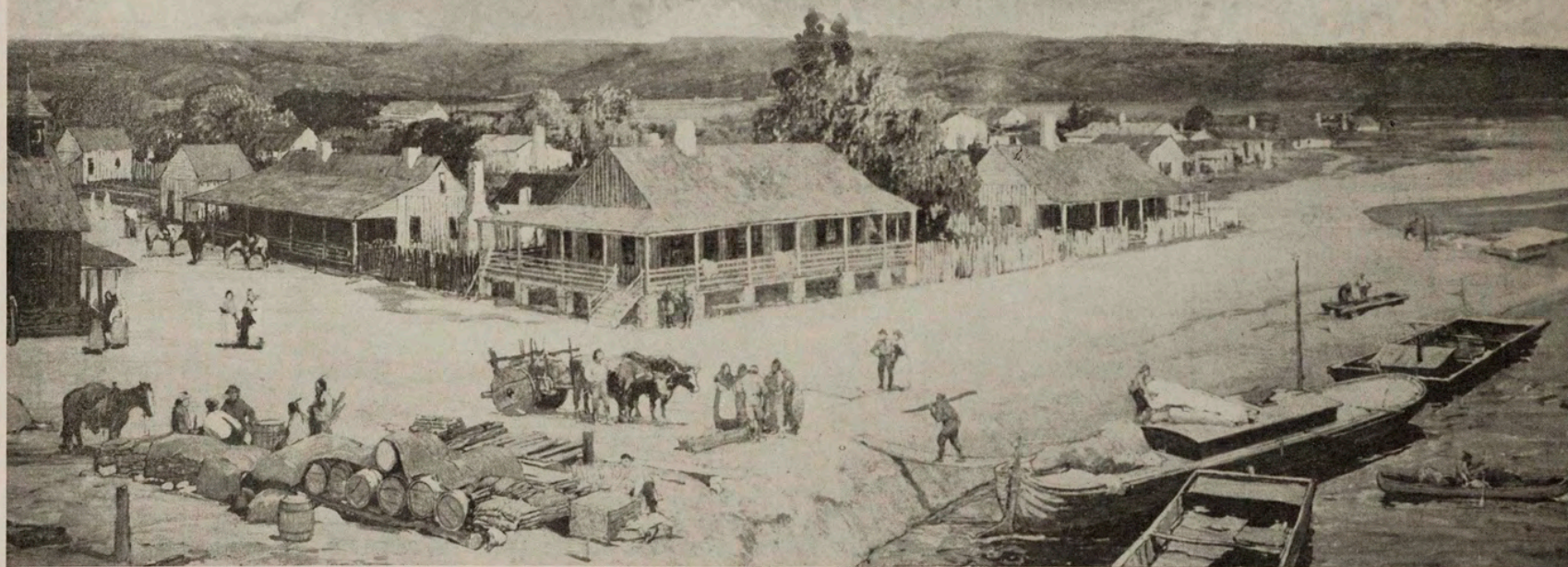
Top—E. A. Duensing, Jefferson City; Hunter L. Gary, Chairman, Kansas City; Governor Guy B. Park, Ex-Officio Chairman; Senator A. M. Clark, Richmond.

Middle—Senator J. G. Morgan, Unionville; R. E. L. Marrs, Secretary, Carthage; Paul Groeschel, Marshall; H. C. Chancellor, Lamar.

Bottom—Walter L. Williams, Pres. University of Missouri; Floyd E. Shoemaker, Secretary Mo. State Historical Society; Arthur N. Nelson, Member State Highway Commission; F. W. Sayers, State Highway Department; H. A. Buehler, State Geologist; Wilbur Buford, Game and Fish Commissioner.

MISSOURI
of to-day

STE. GENEVIEVE
The First Permanent
Settlement in Missouri,
Founded by the
French about 1732 or 1735.
(From the painting
by O. E. Berninghaus.)



EARLIEST EUROPEAN CLAIMS TO MISSOURI

Missouri, center of the vast Mississippi Valley, was early claimed by Spain through De Soto's discovery of the Mississippi River in 1541. After De Soto's death, however, Spain's title lapsed, and to France through her traders, missionaries, and explorers, belongs the honor of rediscovering the great river and settling the Mississippi Valley region. La Salle, first to navigate the river to the Gulf, arrived at its mouth, April 9, 1682, claiming the vast area as "Louisiana" in the name of Louis XIV. In 1700, French Jesuit missionaries from Canada established the mission village of St. Francis Xavier in what is now south St. Louis. Although not permanent, this settlement is significant as the first in Missouri.

MISSOURI
of yesterday



ARROW ROCK
TAVERN

Built in 1830, owned
by the State, and maintained
by the Missouri
Society of the D. A. R.
as a historical
museum and
inn.

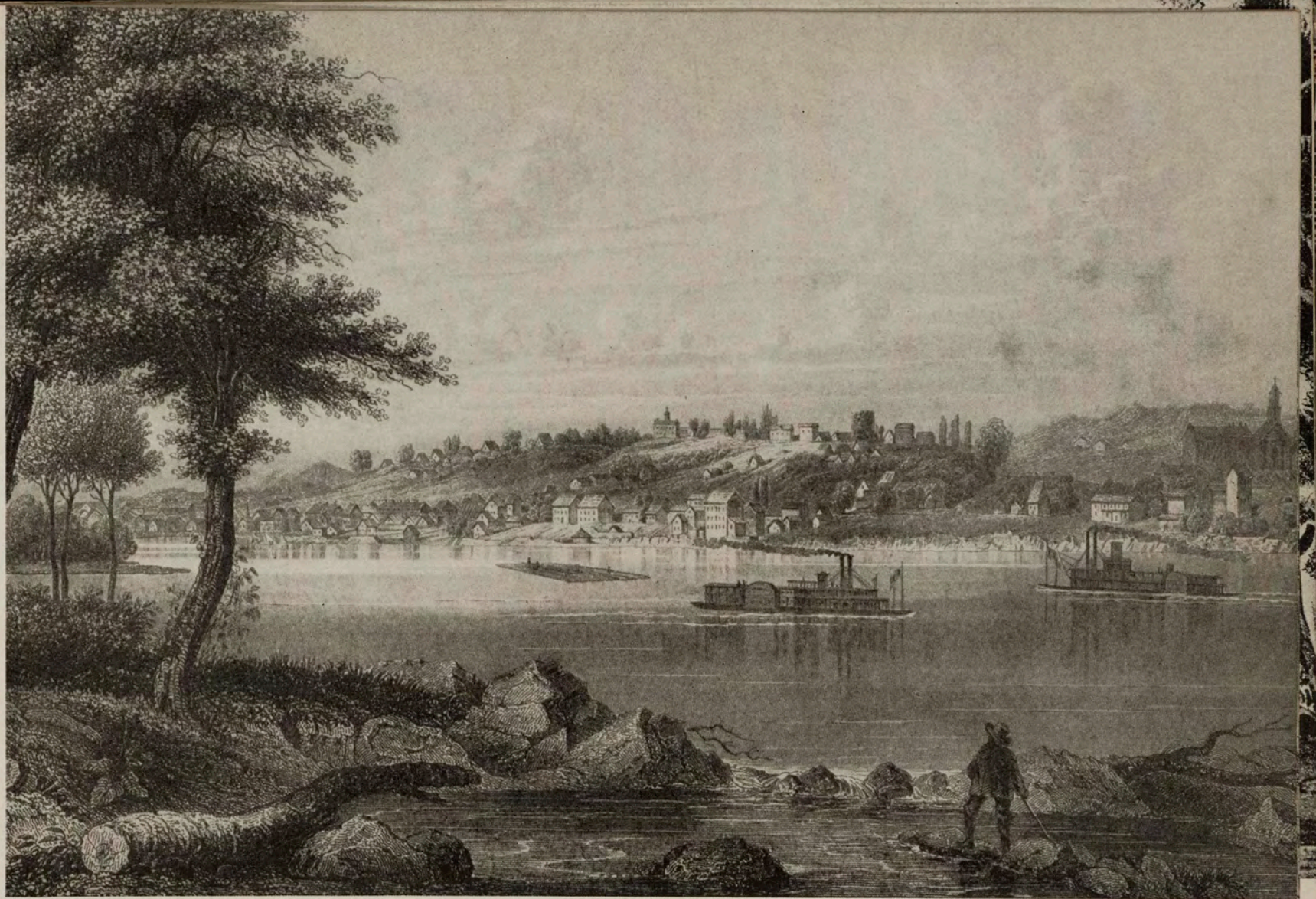
This page sponsored by Missouri Power & Light Co.

INDIANS IN MISSOURI

Missouris, Osages, Sacs and Foxes, Ioways, Shawnees and Delawares, were the principal Indians of Missouri. From the Missouri tribe the river and State derive the name. This tribe was succeeded by allied Sacs and Foxes, who claimed Northeast Missouri and later, with the Ioways, Northwest Missouri. The Osages, most powerful of all Missouri tribes, claimed the Osage River Valley and the Southwest. The Shawnees and Delawares came later and held lands in Southeast Missouri. The Sacs and Foxes relinquished their Missouri lands by treaties of 1804, 1815, and 1826. The Osages ceded their vast claims in 1808 and 1825, while the Shawnees and Delawares made a final cession in 1832. Our six northwest counties were acquired from Sacs, Foxes, and Ioways in 1836.

MISSOURI
of yesterday

ST. CHARLES
ABOUT 1850
Originally called "Les
Petites Cotes," St. Charles
was settled by
French-Canadians
about 1769.

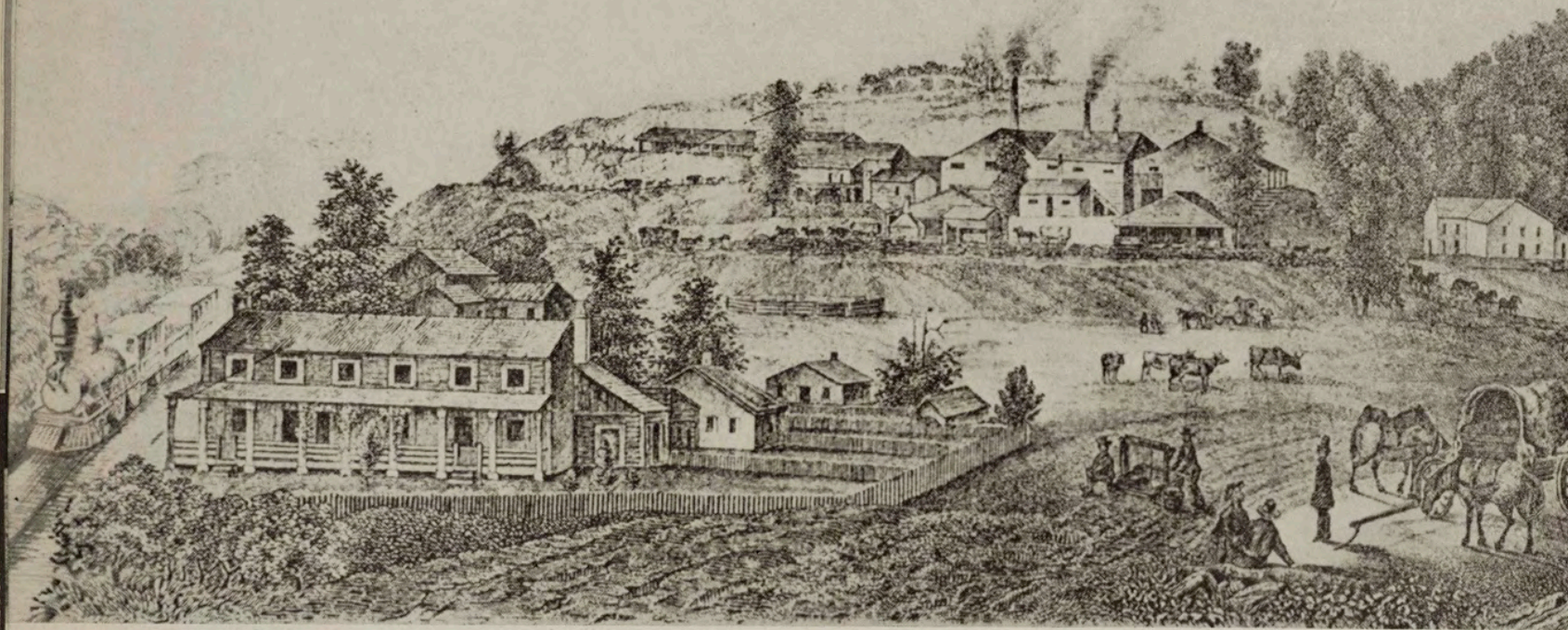


This page sponsored by Richmond Construction Co., Advance

MISSOURI of yesterday

FIRST SETTLEMENTS IN MISSOURI

The incentives of fur trade, hope of finding gold and silver, and Indian converts, led French and Spanish traders and missionaries to Missouri. French Jesuit missionaries established Missouri's first settlement in 1700 on the River De; Peres. Although short-lived, it was the forerunner of other temporary settlements, among them being Renault's lead mining ventures begun in 1723 and Bourgmont's establishment of Fort Orleans on the Missouri (1723-1726). Lead mines and salt springs also led French from the Illinois country to found Ste. Genevieve, our first permanent settlement, possibly as early as 1732. In 1764, Laclède founded the second permanent settlement—St. Louis, the fur-trading post destined to become the nucleus and starting point of trans-Mississippi exploration and settlement.



MINING AT IRON MOUNTAIN

From a print of the famous ore deposit of St. Francois County, published in 1854. The Railroad Pictured Here Did Not Reach this section until 1858

LEAD MINES AND SALT SPRINGS

Lead and salt were potent factors in Missouri's early settlement. Mine La Motte in Madison county, was first opened in 1715 by De La Motte Cadillac. From 1723-1742, Philippe Renault carried on extensive lead-mining operations there and in Washington county. Mine a Breton in Washington county was discovered by Francois Azor (called Breton). In 1798, Moses Austin settled there and mined lead. Salt rock along Saline Creek and the Meramec furnished salt for early miners and settlers. North of the Missouri, Mathurin Bouvet made salt in Ralls county in 1795. Salt licks in Howard county were worked by the sons of Daniel Boone in 1807. Lead, salt, and peltry were the chief products of barter in the Louisiana colony and early became legal tender.

MISSOURI
of yesterday

KANSAS CITY

ABOUT 1850

From an Engraving of
the Missouri City, with the
Missouri River in
the Foreground.



This page sponsored by the Kansas City Power & Light Co.

MISSOURI of yesterday

MISSOURI: TERRITORY AND STATE

Missouri became American soil by the Louisiana Purchase of 1803. From 1804 to 1812, she became successively the District of Louisiana, the Territory of Louisiana, and the Territory of Missouri. In 1818, she sought admission as a state. The congressional fight over her admission as a slave state culminated in the passage of the act of March 6, 1820, tentatively admitting her without slavery restriction. Under this act Missouri drafted a constitution and set up a state government, but her admission was again delayed by restrictionists when her constitution was presented for congressional approval. Not until passage of a second compromise act was her final admission assured. By proclamation of President Monroe, Missouri was admitted to the Union on August 10, 1821.

JEFFERSON CITY
ABOUT 1850
View of the Capital
of Missouri, Showing the
State Capitol
Building Begun
in 1837.



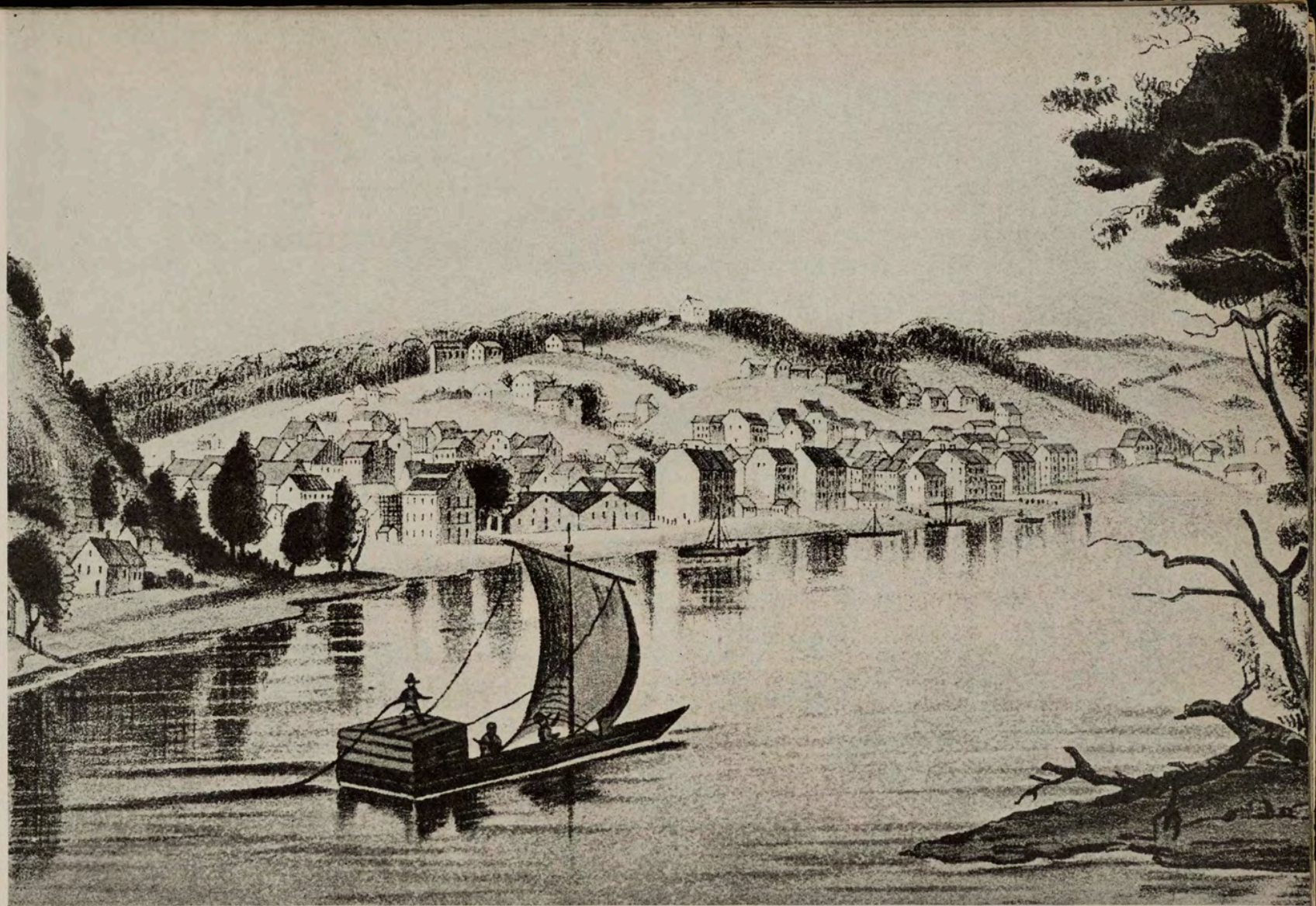
This page sponsored by Jefferson City Chamber of Commerce

MISSOURI of yesterday

THE CAPITALS OF MISSOURI

St. Louis was the first capital of Missouri, during the French and Spanish dominations, and the American territorial period, 1765-1820. Also, the first state capitols, where the first Constitutional Convention and the First General Assembly met in 1820, were located there. St. Charles was the second capital of Missouri, 1821-1826, and the building used by the General Assemblies there still stands. Jefferson City has been the capital since 1826. The first capitol in that city was burned in 1837, and its successor, remodelled extensively in 1887-88, met a similar fate in 1911. The present capitol, begun in 1913 and occupied in 1917, cost more than \$3,500,000. Counting temporary quarters, the present capitol is the eleventh in the history of the State.

HANNIBAL
 IN 1848
 Samuel L. Clemens,
 Author and Native Mis-
 sourian, Known as
 "Mark Twain," Was a
 Boy of 12, Living at
 Hannibal, When
 This Painting Was Made.
 (From the Painting
 by Henry
 Lewis.)



This page sponsored by Mark Twain Hotel, Hannibal

AMONG THE NOTABLE MISSOURIANS ASSOCIATED WITH MISSOURI ARE:

MISSOURI
 of yesterday

Ashley—Fur Trader
 Atchison—Senator
 Austin—Pioneer Lead Miner
 Barton—Senator
 Bates—U. S. Attorney-General
 Beaumont—Physician and Scientist
 Benton—Senator
 Bingham—'The Missouri Artist'
 Blair—Union Leader
 Bland—Congressman
 Susan E. Blow—Educator
 Boone—Frontiersman

Bridger—Explorer
 Brookings—Philanthropist
 The Chouteaus—Fur Traders
 Clark—Political Leader
 Cockrell—Senator
 Colman—1st U. S. Sec. of Agr.
 Coontz—Naval Commander
 Crowder—Military Commander
 Doniphan—Mexican War Hero
 Eads—Engineer
 Engelman—Scientist and Physician
 Eugene Field—Poet

Kate Field—Journalist
 Francis—Statesman
 Green—Senator
 Greenwood—Educator
 Harris—Educator
 Hatch—Congressman
 Laclède—Founder of St. Louis
 Lewis and Clark—Explorers
 Linn—'Model Senator'
 Lisa—Fur Trader
 Nelson—Publisher
 Palmer—Naval Commander

Pershing—Military Commander
 Price—Confederate Leader
 Pulitzer—Publisher
 Rollins—Congressman
 Schurz—Senator
 Shaw—Philanthropist
 Shields—Senator of three states
 Still—Founder of Osteopathy
 Sara Teasdale—Poet
 Mark Twain—Great Humorist
 Vest—Senator
 Wimar—Artist

MISSOURI
STATE
CAPITOL
JEFFERSON
CITY



This page sponsored by Jefferson City Chamber of Commerce

ONE OF THE NATION'S MOST BEAUTIFUL STATE HOUSES

The Missouri State Capitol, in Jefferson City, overlooks the Missouri river and commands a magnificent view for many miles. The building, which has almost 500,000 square feet of floor space, was completed in 1917, and is constructed almost exclusively of material produced or fabricated in Missouri. Built absolutely without waste, the cost was less than five million dollars, yet there are few more beautiful state capitols in America. It is of Burlington limestone from the quarries of Carthage and Phenix, Missouri. The great front doors, of bronze, and the grand stairway find no duplicates in America and typify dignity and grandeur. Liberal space is provided for a museum of Missouri history and resources, while on the walls are masterpieces by great artists who have pictured Missouri in war and peace.

MISSOURI
of to-day

PRIZE-WINNING
MISSOURI
BABY BEEVES



INSET:
Grand Champion
Jersey,
Missouri State
Fair, 1932

MISSOURI
of to-day

BEEF AND DAIRY CATTLE

Missouri is a great live stock state. This is true whether the standard be that of a livestock show or the quality of the meat animals that go to market—and all sections are adjacent to large central markets. The oldest herd of Shorthorn cattle in America is in Missouri, and Kansas City has been called the Hereford capital. Twenty-five per cent of the total feed consumed by all live stock in Missouri is supplied from 16,000,000 acres of permanent pasture, having a rental valuation of almost \$40,000,000. With more than a million cows, abundant and economically produced feeds and short winters, the state is ideally adapted to dairying. The dairy herd at the Missouri College of Agriculture is one of the best university-owned herds in the world.

HUGE-SCALE
PRODUCTION OF
BROILERS is one
of Missouri's
Important
Industries



This page sponsored by Missouri State Chickeries, Jefferson City

MISSOURI of to-day

MISSOURI AS A POULTRY STATE

Missouri takes high rank in poultry production. Here 200 million dozen eggs and 36 million chickens are produced annually. Missouri ships more poultry to New York City than does any other state. Nine per cent of the total volume of eggs handled by the railroad comes from Missouri, which state ships from 10,000 to 12,000 carloads of eggs annually. Poultry in Missouri is profitable because of favorable climate and available feeds. Well-managed farm flocks seldom fail to return to the farmer poultry products worth from \$2.00 to \$3.00 for every dollar expended for feed. The income from poultry in Missouri is exceeded by only two other farm crops. Missouri is one of the leading states in production of baby chicks, having large commercial hatcheries well distributed throughout the state.

MISSOURI
VINEYARD at Harvest
Time



MISSOURI
of to-day

SMALL FRUITS

Small fruits are a dependable and profitable source of income to Missouri producers. Soils and climatic conditions are generally favorable. In Missouri the strawberry is an early profitable cash crop. The state, shipping approximately 1,000 carloads annually, ranks near the top in production. No state has greater natural advantages for the growing of this crop. Grape growing on a commercial scale is most important in the Ozark section, although for many years grapes have been successfully grown in many Missouri river counties. In the Ozark region particularly, where the Concord variety leads, grapes ripen and may be placed on the market earlier than grapes from other states. Missouri grapes also excel in sugar content as compared with grapes grown elsewhere. Having many natural advantages, Missouri should soon excel in grapes.

TIPPLE OF A
MODERN MISSOURI
COAL MINE



This page sponsored by Ray County

MINERALS IN MISSOURI

MISSOURI
of to-day

Missouri, with mines and quarries producing an average of \$75,000,000 annually, is one of the principal mineral producing states in the Union and has as great a variety of mineral deposits as any state east of the Rockies. These include lead, zinc, iron, cobalt, tripoli, nickel, barytes, and pyrite; coal, clay, lime and cement material; marble, granite, and limestone. The state is noted for its production of high calcium lime. Missouri has a greater variety of clays than any other state in the Mississippi Valley; produces more than 50 per cent of the barytes mined in the United States, and in a territory centering at Crystal City, with its plate-glass industry, there is an abundance of pure, white silica sand. Chats and gravel afford abundant road material.

CARTHAGE
MARBLE WORKS
QUARRY
Carthage



This page sponsored by The Carthage Marble Works

LARGEST GRAY MARBLE QUARRY IN AMERICA

Carthage marble, because of its denseness, hardness, durability and pleasing appearance, makes a most desirable building marble for exterior and interior purposes. It withstands weather and does not discolor. It has a soft, light color tone which it retains throughout the years. This famous Missouri product graces beautiful public buildings all over the country. Some recent installations of Carthage marble are in the Missouri Capitol building; the postoffice at Jefferson City, Mo.; the postoffice at Little Rock, Ark.; the hospital for defective delinquents at Springfield, Mo.; the Kansas City Power and Light building and the postoffice at Kansas City, Mo.; No. 1 Wall Street, New York City; First National Bank, Oklahoma City, Okla., and the City Hall, Los Angeles, Cal.

MISSOURI
of to-day

BIG SPRING,
With a daily
flow of 646,000,000
gallons



This page sponsored by O. O. Fuller Construction Co., Nevada

MISSOURI
of to-day

RECREATIONAL

With a score of state-owned parks located in various parts of Missouri and connected by all-weather highways, lovers of the great out-of-doors will here find a variety of recreational opportunities. In several of the state parks are immense springs, each having a daily flow of 100,000,000 gallons or more. For those who seek the restorative benefits of a rest, the health centers with their cold water and mineral springs, including the world-famous Excelsior Springs resort, likewise Eldorado Springs, and other springs, are here. Too much stress cannot be laid upon the easy accessibility of state parks, fishing lakes and streams distributed throughout the state. Missouri may truthfully be said to be a next-door neighbor to one-sixth of the population of the United States, all within a day's motor drive.

LIGHTHOUSE
ON PLA-PORT
POINT
A LEADING
RESORT ON
THE LAKE
OF THE OZARKS



This page sponsored by L. A. Kelly, El'con, Mo.

MISSOURI
of to-day

LAKE OF THE OZARKS

The Lake of the Ozarks is the largest wholly artificial lake in the United States. A dam constructed by the Union Electric Light and Power Company transforms the power of the Osage River into electricity. The length of the dam between abutments is 2,545 feet; height from bedrock to highway, which crosses it, is 148 feet. The length of the lake is 129 miles, area 95 square miles, with a shore line of 1700 miles. Man made, the Lake of the Ozarks yet appears as if nature had designed it ages ago. Only the dam and power plant indicate newness. The lake is reached from every direction by good roads. Many good cabin sites are available. Resort camps and hotels at advantageous points, swimming beaches, boat docks, and good fishing waters attract thousands of vacationists.

TYPICAL
MODERN
MISSOURI
HIGHWAY
with Lafayette-
Ray County
Missouri River
Bridge at
Lexington



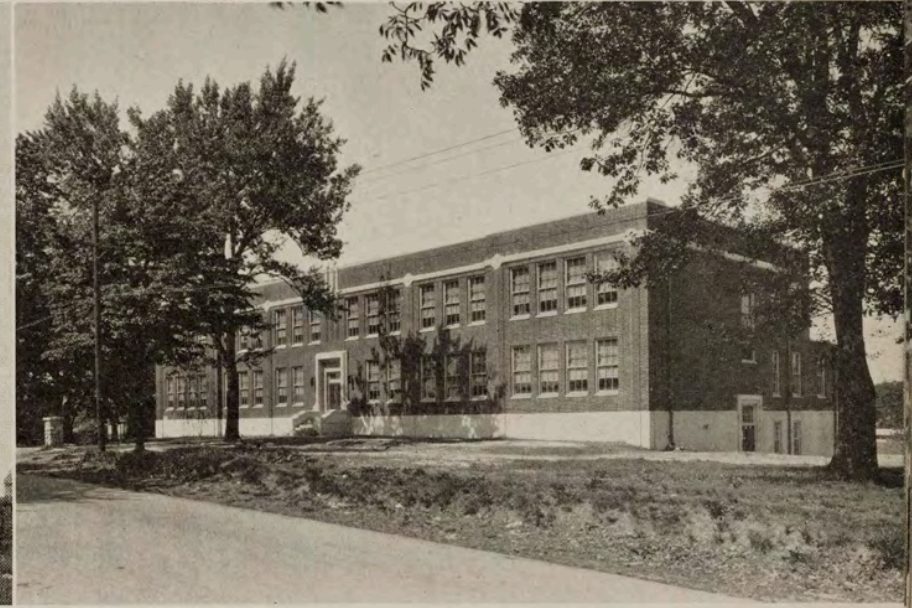
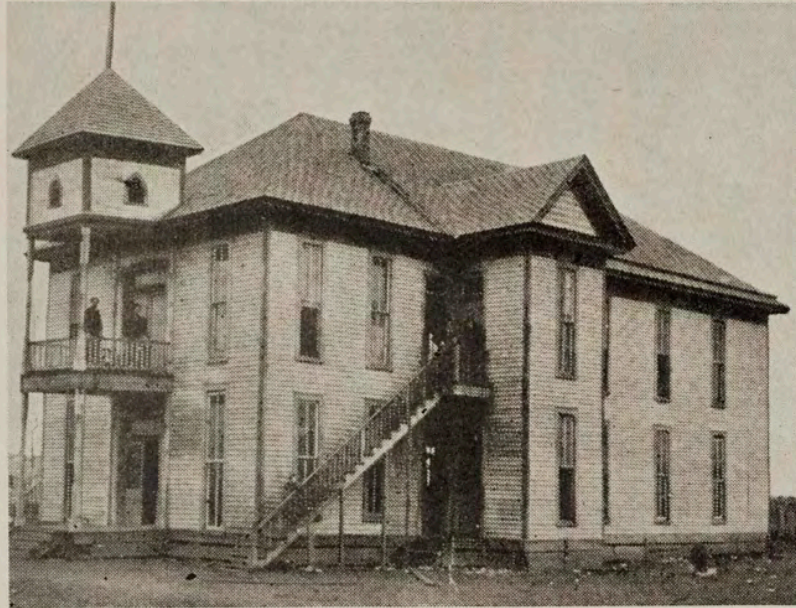
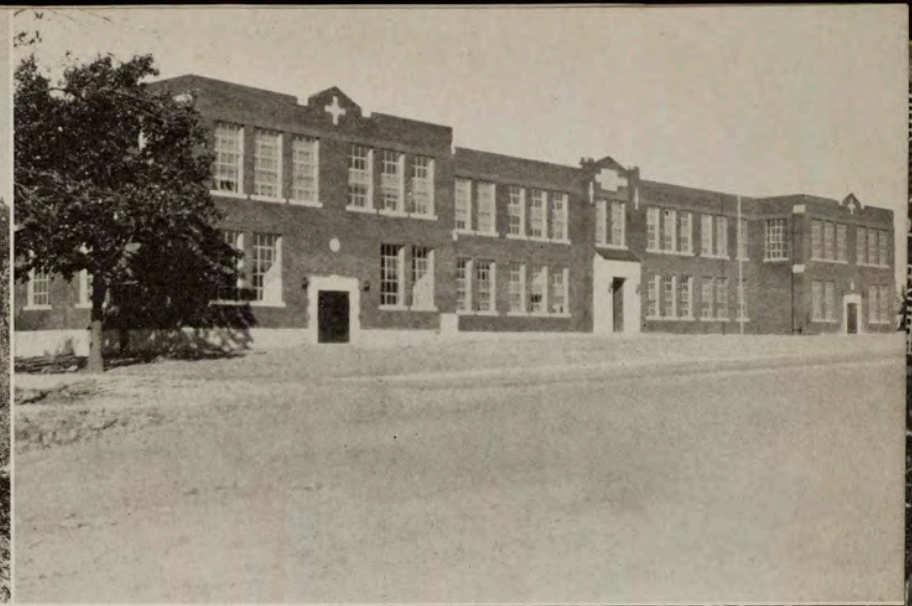
This page sponsored by Garrett Construction Co., Springfield

MISSOURI
of to-day

MISSOURI HIGHWAYS

During the last twelve years Missouri has spent \$222,000,000 on road construction and is increasing that investment at the rate of \$20,000,000 each year. An additional \$5,000,000 is spent in maintenance. The state has 3,200 miles of concrete, 1,043 miles of bituminous, 5,845 miles of gravel or equivalent, and 236 of graded earth on its 14,000-mile system. In addition to this mileage each county has a system of roadways, which are being constructed and maintained by the state as a supplementary highway system. The efficiency of Missouri's road expenditures is reflected by the fact that only 3.8 per cent of expenditures are required for administration. All highways are of modern design with good alignment, surface elevation, and with latest safety factors. In fact, Missouri has set a standard for other states.

RURAL AND
ELEMENTARY
SCHOOL PROGRESS
IN MISSOURI
shown in these
Contrasting Pictures



MISSOURI
of to-day

COUNTRY AND CITY SCHOOLS

Missouri is a forward-looking state in a school way, having a carefully planned program designed to provide educational opportunities for all. Annually, there is paid in teachers' wages some thirty million dollars, an amount twice as great as the cost of the Louisiana Purchase. There are 633 first-class high schools, with an enrollment of 138,023, an increase of 428 per cent since 1910. The enrollment in elementary schools in six-director districts is 344,205. Number of graduates from such schools shows an increase of 116 per cent since 1913. Teachers are well qualified, more than 70 per cent having not less than 60 hours college credit. As a part of vocational work, home economics is taught in 90 schools and vocational agriculture in 143 schools. Teacher-training work is stressed.

NEW GYMNASIUM
of the KEMPER
MILITARY SCHOOL
at Boonville—one
of ten buildings
on an 86-acre
campus



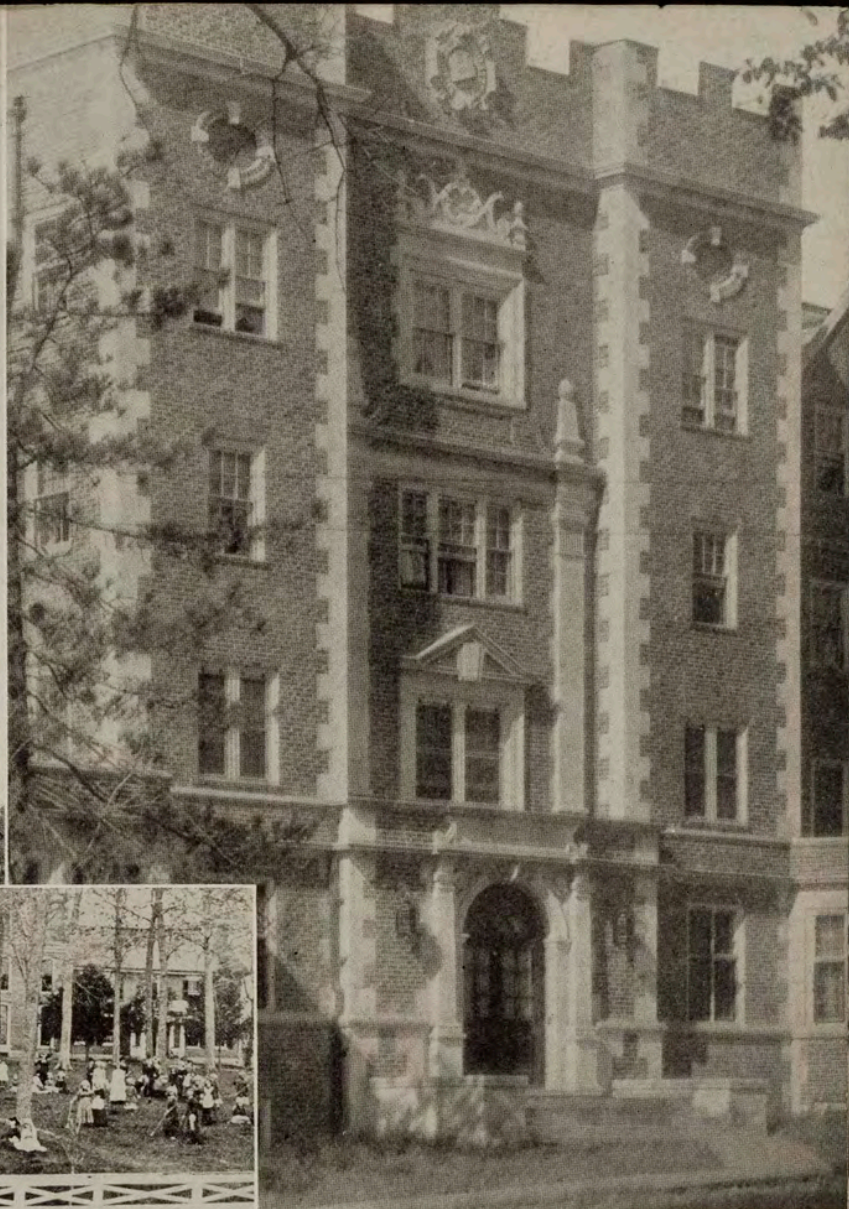
MISSOURI
of to-day

KEMPER MILITARY SCHOOL

Junior colleges in Missouri number twenty-four. Kemper Military School has no superior in its field. Frederick T. Kemper founded this school in 1844 and continued in active control until his death in 1881. His successor was Colonel T. A. Johnston, who has been connected with the school since 1867. In 1928, he retired to the presidency of the board of directors and Colonel Hitch, principal since 1909, was made superintendent. Most of the 350 cadets come from the Mississippi Valley and the Southwest. It is fully accredited as a high school and junior college. The work of the junior unit R. O. T. C. has kept the school on the list of honor schools since 1914. Boonville, home of Kemper Military School, and known as the "Vineclad City," is most attractive.

STEPHENS
COLLEGE,
COLUMBIA
Two of the fifteen
Modern Buildings with
Grounds Aggregating
189 acres

INSET:
Stephens College in
the Early Days



MISSOURI of to-day

STEPHENS COLLEGE

One hundred years ago the citizens of Columbia, Missouri, met and organized the "Columbia Female Academy," with Miss Lucy Wales as preceptress. In 1856 this school was reorganized as the "Baptist Female College" and in 1870 was re-named "Stephens College" in honor of James L. Stephens, Esq.

Today, on the old Boone's Lick Road near where it joins the Santa Fe Trail, is located the country's largest junior college for women. Students from thirty-six states seek opportunities to fit themselves to fill their new places in social, political, economic and religious affairs.

The Stephens College Teaching faculty today includes sixty-nine men and women who have had training or teaching experience in 137 colleges and universities in this country and abroad, where they have been granted seventeen Doctor's degrees and thirty-seven Master's degrees.

AIRPLANE
VIEW
OF
DOWNTOWN
ST. LOUIS



This page sponsored by Otto C. Botz, Jefferson City

ST. LOUIS, METROPOLIS OF THE MIDDLE-WEST

MISSOURI of to-day

St. Louis, with a population of more than 800,000, the largest and most important city of the Mississippi Valley, and one of the great population centers of America, occupies a proportionate place in the industrial world. The progressive spirit of her people found expression in an eighty-seven million dollar bond issue and marked improvements are now in progress. Six mighty bridges cross the Mississippi River at St. Louis.

Forest Park, occupying 1,380 acres lying adjacent to the West End residence section, is one of the three largest parks in American cities.

The New Cathedral (Catholic) in St. Louis is one of the largest and most magnificent in this country.

The St. Louis Municipal Theater, in Forest Park and in a setting of natural scenery, is the largest municipally-owned theater in the world.

KANSAS CITY
Home of Missouri's
Tallest
Buildings



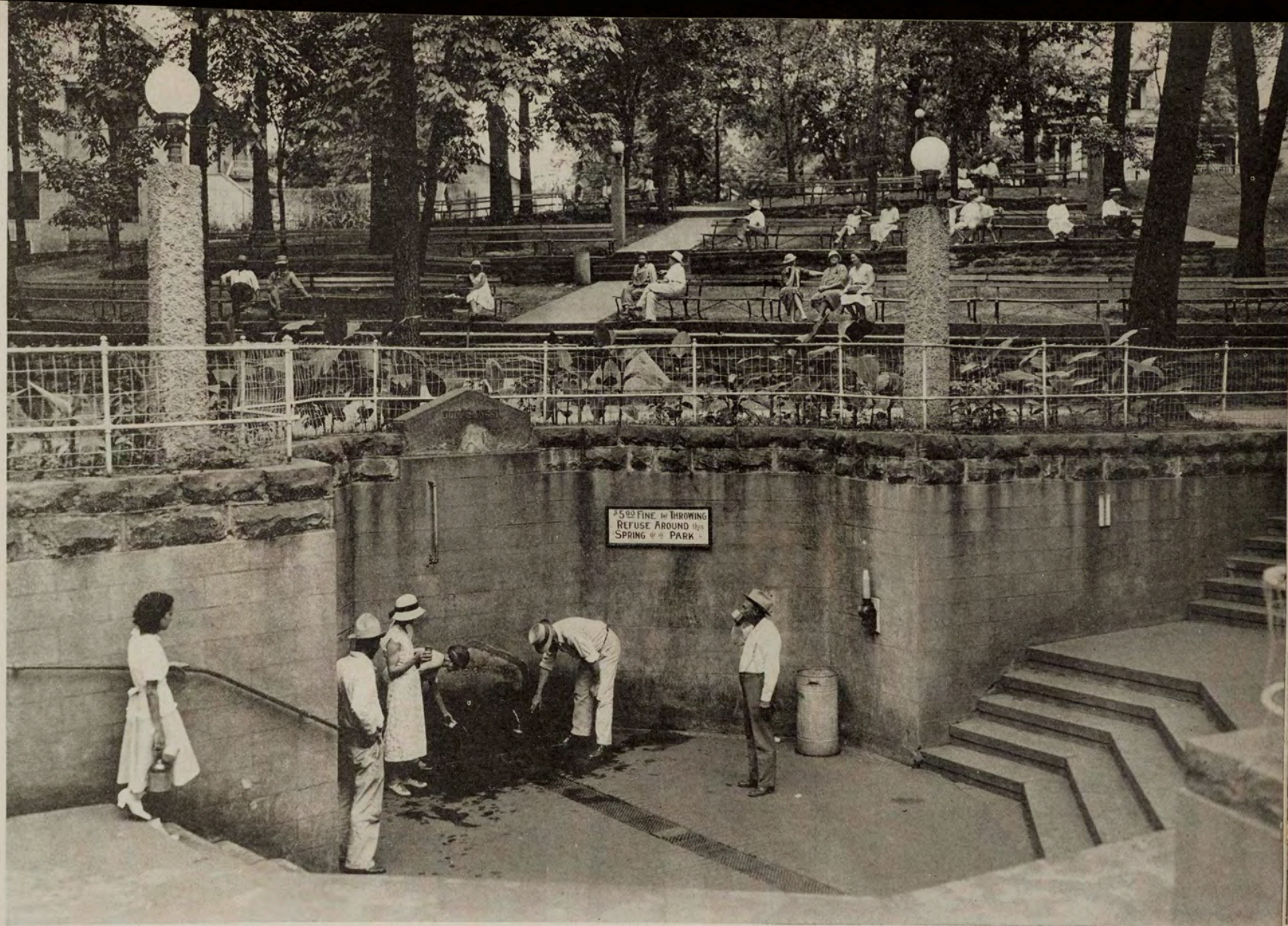
This page sponsored by Individual Members of Kansas City Chamber of Commerce

KANSAS CITY

MISSOURI
of to-day

Kansas City, with a population of 399,746, has been called the most beautiful city in America. Its Swope Park of 1,334 acres is the third largest municipal park in the United States. The Kansas City boulevard system, more than one hundred miles long, is said to eclipse that of any other American city. The Liberty Memorial to Kansas City heroes of the World War consists of a 217-foot shaft upon the top of which there appears an everlasting fire. The William Rockhill Nelson Gallery of Art, made possible by a bequest of millions by W. R. Nelson, is of surpassing architectural beauty. In Penn Valley Park is the expressive "Pioneer Mother" statue. Kansas City has two up-to-date landing fields, the fourth largest union railway station in America and the largest bus terminal in the world.

ELDORADO'S
GREAT
MEDICINAL
SPRING



This page sponsored by Eldorado Springs Chamber of Commerce

MODERN MECCA FOR THOSE SEEKING HEALTH, REST AND PLEASURE

MISSOURI
of to-day

Eldorado Springs boasts no factories with belching smokestacks. Health and happiness are its stock in trade. A modern, peaceful little city of 2,000 in the Ozark Foothills, Eldorado offers health to all, at its great medicinal springs. The water of its springs is the only diuretic water known which acts directly upon the secretions of the liver, kidneys, urinary and generative organs. It is nature's sovereign remedy for bright's disease, diabetes, stone in the bladder, rheumatism, dyspepsia, indigestion, dropsical tendencies, catarrh, sore eyes, and all skin diseases. Life at Eldorado naturally centers around the spring, which is in the center of a beautiful well-equipped park. Eldorado Springs is served by the Missouri Pacific and the M. K. & T. railways. It is on U. S. Highway 54 and State Highway 82, located about 125 miles southeast of Kansas City.

A SKY LINE
VIEW OF
JOPLIN
BUSINESS
SECTION



MISSOURI
of to-day

JOPLIN

In Southwest Missouri, and not many miles from Kansas and Oklahoma, is Joplin, the mining capital of Missouri and center of zinc production for the nation, with a population of 33,454. There are few more thriving, bustling, busy cities. The millions of dollars that come from the mines by no means measure the wealth of Joplin, a city so fortunately situated as to command business from many sources. Wholesale and retail trade, due to the abundance of raw material and to excellent transportation facilities, are important. Agriculture and horticulture in this territory, so strikingly favored by nature, give employment to many who add to the trade of Joplin. The entire city with its splendid hotels, many substantial buildings, and general air of thrift, industry, optimism and hospitality, is characteristic of that region "out where the West begins."

MANUFACTURING IN MISSOURI IS DIVERSIFIED

Missouri, according to the last census, has 5,765 manufacturing establishments, giving employment to 202,879 wage earners, who were paid \$240,368,692, while 37,723 salaried officers and employees received \$91,909,198. The cost of material and containers for products was \$1,111,265,172, and the value of the finished products \$1,917,155,275 or almost two billion dollars! Manufactured or processed products, each group valued at more than twenty-five million dollars, included: Boots and shoes, bread and other bakery products, butter, car and general construction and repair work, clothing, coffee and spice, electrical machinery and supplies, prepared feeds for animals and fowls, flour and other grain-mill products, foundry and machine shop products, meats, motor vehicle bodies and parts, motor vehicles not including motorcycles, paints and varnishes, patent or proprietary medicines and compounds, and printing and publishing.

St. Louis is the leading shoe-producing center of the country, the trend having been away from New England. The value of boots and shoes produced in St. Louis in the last census year was \$78,611,374. There were 55 concerns engaged in the manufacture of boots and shoes in the City of St. Louis, employing 13,733 wage-earners with payrolls amounting to \$15,554,919. This boot and shoe business is second, from the standpoint of value of products, to the slaughtering and meat-packing business. Boots and shoes employ 12.6 per cent of St. Louis' total wage earners. The decentralizing policy of the larger shoe companies of St. Louis has served to build up the purchasing power in the surrounding territory and has generally improved the trade between the city and these communities.

The value of clothing manufactured in St. Louis amounted to \$41,118,853 in the last census year. It represents the fourth largest industry in the city, superseded by slaughtering and meat-packing, boots and shoes, and printing and publishing. It is more important, from the standpoint of dollars and cents of output, than the factory and machine shop products including structural iron and steel, which amounted to \$36,000,000. There were 147 clothing manufacturers in St. Louis, employing 8,769 wage-earners, and paying \$8,742,942 annually in wages. St. Louis ranks fifth among the 20 largest cities in America in value of clothing products manufactured. The type of clothing referred to is wearing apparel, and does not include millinery, which is also a large industry in St. Louis, doing \$15,000,000 worth of business a year.

In 1932 Missouri cows produced more than five billion pounds of milk. The average production per cow in the Dairy Herd Improvement Association was 6,769 pounds, or more than twice that for all cows. Total volume of butterfat for the year was 200,387,200 pounds, with average percentage of 4.20 per cent in milk. Ninety-three creameries manufactured 88,000,000 pounds of butter, while 103 ice cream plants turned out five million gallons of ice cream. Twenty-six cheese factories manufactured 2,500,000 pounds of cheese, while millions of gallons of milk went into the manufacture of dry skim milk, evaporated milk and condensed milk. The farm value of milk produced on farms in Missouri in 1932 was \$35,462,000, or 19 per cent of the gross income of all farm products.

There are 183 flour mills in Missouri with a combined capacity of 75,000 barrels of flour daily. Of these mills, 16 are located at terminal points with combined capacity of 48,600 barrels and the remainder are located at small towns, consisting of 22 merchant mills with a combined capacity of 15,100 barrels daily and 145 smaller and exchange mills with combined capacity of 11,300 barrels. In 1932 Missouri purchased 8.6 per cent of all the flour milled in America and stood fourth state in production. Missouri mills constitute 12 per cent of all American milling capacity and grind approximately 45,000,000 bushels of wheat annually. Terminal mills in Missouri grind principally hard winter wheat and spring wheat, produced in other states, while country mills grind principally soft red winter wheat, produced in Missouri.

Missouri beer is the best. Formerly, St. Louis, with 30 breweries representing an investment of \$140,000,000, was America's largest beer-producing center. The Anheuser-Busch brewery, largest of its kind in the world, employed 6,000 men in its plant. Within 40 years after Adolphus Busch became the guiding genius of the Anheuser-Busch enterprises, the plant, a single building covering less than half a city block in 1857, had grown to the huge establishment of 110 individual buildings covering 142 acres of ground, equal to 70 city blocks. Now, with the manufacture and sale of beer legalized, breweries in St. Louis, Kansas City, St. Joseph, Jefferson City, and other cities have resumed business, so that the state will again occupy the place, second to none, which it formerly held in the brewing business.

INSURANCE
EXCHANGE
BUILDING
10th and
Baltimore
Kansas City



INSURANCE EXCHANGE BUILDING

The Insurance Exchange Building in Kansas City, a typical modern office building, completed in 1931, reflects not only the trend in business housing but also the tendency of similar activities to concentrate. Several state and district insurance offices, numerous agencies, brokers and adjusters occupy this building. Its largest insurance tenant is Employers Reinsurance Corporation, one of the seven casualty reinsurers of America, which occupies two floors and handles about \$5,000,000 in premiums annually.

Kansas City's position as an insurance center is reflected in its forty home offices of insurance concerns, collecting \$40,000,000 of premiums annually; its 470 local agencies and brokers; 900 life insurance men representing 39 companies. Premium collections of Kansas City insurance interests aggregate about \$150,000 each business day.

MISSOURI
of to-day

STARK BROS.
NURSERIES
LOUISIANA
General
Offices



MISSOURI
of to-day

NURSERIES

Missouri, a pioneer in all the West, enjoys the distinction of being one of the leading nursery states in the Union. Soil and climatic conditions combine to make it so. Here, in 1816, before Missouri became a state, Judge James Stark came by horseback, bringing in his saddlebags the scions with which to start a nursery in Pike county. As the West was opened up and as transportation facilities improved, the business grew until now 4,000 acres of land are in use. Members of the Stark family, direct descendants, are now operating the business. Shortly before his death, Burbank requested that Stark Brothers carry on some of his work. This is being done most successfully. Stark Bros. Nurseries make shipments to all states in the Union and foreign countries.

MISSOURI COUNTIES AND THEIR COUNTY SEATS

- LAFAYETTE: Pop. 29,259-612 sq. miles-*Lexington. A leading corn county with high ranking also in purebred live stock and general farming.
- LAWRENCE: Pop. 23,774-609 sq. miles-*Mount Vernon. \$150,000 milk condensary handles great output of milk and milk products.
- LEWIS: Pop. 12,093-504 sq. miles-*Monticello. Noted for historic landmarks and prosperous farm homes.
- LINCOLN: Pop. 13,929-607 sq. miles-*Troy. Agriculture, live stock and horticulture-mineral springs and many Mississippi river resorts.
- LINN: Pop. 23,339-626 sq. miles-*Linneus. A leading county in poultry products and soybean supply. First soybean association in world.
- LIVINGSTON: Pop. 18,615-531 sq. miles-*Chillicothe. Excels in well balanced agriculture and stock raising.
- MCDONALD: Pop. 13,936-527 sq. miles-*Pineville. Center of peach and apple orchards of the southwest-scenic-vacation resorts.
- MACON: Pop. 23,070-809 sq. miles-*Macon. General farming, commercial orchards, coal mining and poultry industries-a first rank county.
- MADISON: Pop. 9,418-499 sq. miles-*Fredericktown. Site of oldest lead mine in America (Mine LaMotte)-scenic and popular resort area.
- MARIES: Pop. 8,368-520 sq. miles-*Vienna. Sheep, poultry and small farming. Scenic and resort region. Paydown Spring and Lake.
- MARION: Pop. 33,493-436 sq. miles-*Palmyra. Important city, Hannibal-diversified agriculture and stock raising-historic landmarks.
- MERCER: Pop. 9,350-453 sq. miles-*Princeton. A leading cattle county-commercial orchards-limestone important output-well-improved farms.
- MILLER: Pop. 16,728-593 sq. miles-*Tuscumbia. Site of Missouri's thirty million dollar hydro-electric project. General agriculture and fruits.
- MISSISSIPPI: Pop. 15,762-413 sq. miles-*Charleston. Leads in watermelons, cotton.
- MONITEAU: Pop. 12,173-410 sq. miles-*California. Excels in fine cattle, purebred stock-diversified agriculture-famous old woolen mills.
- MONROE: Pop. 13,466-666 sq. miles-*Paris. Birthplace of Mark Twain. A leading county in corn, live stock and poultry-minerals and limestone.
- MONTGOMERY: Pop. 13,011-514 sq. miles-*Montgomery City. In this county corn is king-summer resort, Mineola Springs-historic landmarks.
- MORGAN: Pop. 10,968-614 sq. miles-*Versailles. General farming and purebred live stock-a resort area on the Lake of the Ozarks.
- NEW MADRID: Pop. 30,262-652 sq. miles-*New Madrid. The "Upper Heel" of Missouri where alluvial soil goes all way down-first rank cotton county.
- NEWTON: Pop. 26,959-622 sq. miles-*Neosho. Dairying, diversified fruit raising-mining-scenic attractions and vacation resorts.
- NODAWAY: Pop. 26,371-871 sq. miles-*Maryville. Northeast State Teachers College-county leads in purebred cattle and in corn production.
- OREGON: Pop. 12,220-778 sq. miles-*Alton. Fruit raising, poultry and hogs. Greer Spring, a famous big spring of the state is here.
- OSAGE: Pop. 12,462-593 sq. miles-*Linn. General agriculture-leads in special clay products, diaspore and aluminum clay.
- OZARK: Pop. 9,537-746 sq. miles-*Gainesville. Scenic with springs, caves and resorts. Fruit and vegetable canning factories.
- PEMISCOT: Pop. 37,284-256 sq. miles-*Caruthersville. A leading cotton county in the fertile delta counties of Southeast Missouri.
- PERRY: Pop. 13,707-462 sq. miles-*Perryville. Historic landmarks are numerous-corn, oats, poultry and hogs leading products.
- PETTIS: Pop. 34,664-685 sq. miles-*Sedalia. Live stock and general farm products, prosperous rural homes and Missouri State Fair.
- PHELPS: Pop. 15,308-670 sq. miles-*Rolla. Home of School of Mines-agricultural, farming and mining importance-resort area.
- PIKE: Pop. 18,001-653 sq. miles-*Bowling Green. Good roads, corn and cattle-stone and gravel industries-poultry and hogs.
- PLATTE: Pop. 13,819-415 sq. miles-*Platte City. A ranking wheat county and large commercial tobacco markets-home of Governor Park.
- POLK: Pop. 17,803-641 sq. miles-*Bolivar. Home of Baptist College-a general agricultural county-apples, live stock, and poultry products.
- PULASKI: Pop. 10,755-542 sq. miles-*Waynesville. Scenic attractions-springs and Gasconade River resorts-large goldfish hatchery.
- PUTNAM: Pop. 11,503-517 sq. miles-*Unionville. Sorghum center of the northern counties-general farming and dairying.
- RALLS: Pop. 10,704-481 sq. miles-*New London. Purebred cattle, horses and hogs-cement and limestone materials-high type agriculture.
- RANDOLPH: Pop. 26,431-491 sq. miles-*Huntsville. Extensive coal mining industries-railroad shops-general farming and dairying.
- RAY: Pop. 19,846-565 sq. miles-*Richmond. First rank potato county. High ranking live stock and general farming. Extensive coal mining.
- REYNOLDS: Pop. 8,923-828 sq. miles-*Centerville. General agriculture, scenic attractions and many fine springs, caves and resorts.
- RIPLEY: Pop. 11,176-627 sq. miles-*Doniphan. Tie timbers, small fruits, poultry and hogs-Current River fishing lodges and resorts.
- ST. CHARLES: Pop. 24,354-535 sq. miles-*St. Charles. Large railroad industries-general agriculture and live stock.
- ST. CLAIR: Pop. 13,289-706 sq. miles-*Osceola. Lake Sac-Osage-dairy products and high type general farming-extensive coal mines.
- ST. FRANCOIS: Pop. 35,832-458 sq. miles-*Farmington. Center of Missouri's lead belt industries-historic landmarks, general agriculture.
- STE. GENEVIEVE: Pop. 10,097-481 sq. miles-*Ste. Genevieve. Oldest permanent settlement in state-limestone and marble quarries-diversified farming.
- ST. LOUIS: Pop. 211,593-487 sq. miles-*Clayton. Attractive suburban population centers-summer resort area-fruits, poultry and gardens.
- SALINE: Pop. 30,598-754 sq. miles-*Marshall. Historic Arrow Rock Tavern-leading corn county-purebred herds and diversified farming.
- SCHUYLER: Pop. 6,951-309 sq. miles-*Lancaster. A leading sheep county-general agriculture-home of Missouri's only wild animal farm.
- SCOTLAND: Pop. 8,853-439 sq. miles-*Memphis. General agriculture, coal and limestone deposits-cattle raising with fine improvements.
- SCOTT: Pop. 24,913-419 sq. miles-*Benton. A leading cotton county-rural community life of highest culture.
- SHANNON: Pop. 10,894-992 sq. miles-*Eminence. Poultry and hogs, timber products and mining-Round Spring and Alley Spring State Parks.
- SHELBY: Pop. 11,983-509 sq. miles-*Shelbyville. High type general farming, purebred cattle, poultry and hogs.
- STODDARD: Pop. 27,453-815 sq. miles-*Bloomfield. Extensive cotton crops-a fertile delta county-home of state's best known pottery works.
- STONE: Pop. 11,614-510 sq. miles-*Galena. Scenic and resort section-many resorts on White and James Rivers-small fruits and truck farms.
- SULLIVAN: Pop. 15,212-649 sq. miles-*Milan. Purebred cattle, hogs and horses-diversified agriculture-clay products.
- TANEY: Pop. 8,867-655 sq. miles-*Forsyth. Popular resort area-Lake Taney-como and historic "Shepherd of the Hills" country.
- TEXAS: Pop. 18,580-1,159 sq. miles-*Houston. Largest county in the state. Extensive timber-general farming-springs and caves.
- VERNON: Pop. 25,030-839 sq. miles-*Nevada. A first rank agricultural county-mineral springs-excels in purebred live stock and poultry.
- WARREN: Pop. 8,082-410 sq. miles-*Warrenton. General farming, stock raising-rich valleys along the Missouri river.
- WASHINGTON: Pop. 14,450-741 sq. miles-*Potosi. A lead belt county well balanced agriculture-tourist area for study of historical landmarks.
- WAYNE: Pop. 12,243-775 sq. miles-*Greenville. Sam A. Baker State Park-resort features-poultry, hogs and small timber products.
- WEBSTER: Pop. 16,148-585 sq. miles-*Marshfield. Leads in small fruit-truck gardens and canning factories-dairying and milk products.
- WORTH: Pop. 6,535-265 sq. miles-*Grant City. Excels in diversified agriculture and purebred live stock-dairying and milk products.
- WRIGHT: Pop. 16,741-677 sq. miles-*Hartville. A fruit county-gardens and canning products-dairying an extensive industry.