

27 Feb 4  
from  
7/18/1904 paper  
also

Standard Form For Members of the Legislature

Name of Representative Senator Maytag,  
Fredrick Lewis Represented Jasper County, Iowa

1. Birthday and place 14 Jul 1857 near Elgin, Illinois

2. Marriage (s) date place  
Anna Bergman

3. Significant events for example:

A. Business He saved 4 Newton banks during the depression due to his knowledge of finance

B. Civic responsibilities

C. Profession Manufacturer

4. Church membership

5. Sessions served 29<sup>th</sup>, 30<sup>th</sup>, 31<sup>st</sup>, 32<sup>nd</sup>, 33<sup>rd</sup> General Assemblies 1902, 1904, 1906, 1907, 1909

6. Public Offices

A. Local Mayor of Newton 2 years

B. State

C. National

7. Death 26 Mar 1937 Los Angeles, California; Buried: Newton Union Cemetery, Newton, Jasper County, Iowa

8. Children E. W.; L. W.; Mrs. William Howard Smith; Fred (Mrs. H. J. Sperry)

9. Names of parents David and Amelia (Joubert) Maytag



10. Education

This only education was 22 months  
after age 12

11. Degrees

12. Other applicable information

Republican

- He came to Iowa with his parents in a covered wagon at age 9 settling in Marshall County, near Laurel, Iowa
- He did a man's work on the farm at age 10 while his father worked in the carpenter's trade. He was an experienced farmer at age 16 when he operated a threshing machine
- At age 23 he began working with implement dealers in Newton, Iowa - McKinley and Bergerson. He saved enough money and borrowed from his father in order to purchase an interest in the business.
- He became interested in a hand cutter and self-feeding attachment for threshing machines. He cooperated in development and marketing of the invention. This was the foundation of the parent company of the Maytag industry
- The Maytag Company first made a corn husker and shredder to the other products made before the company was formed.
- In 1911 the electric motor and swinging wings for washing machines was added.
- He was widely known for his benefactions.
- His wife, Dena, died in 1934





# ONS--HIS LIFE STORY

Dead'

neapolis, representative of the  
rtis Publishing Co., was almost  
phetic:

Nothing to comb but hair,  
"Nowhere to sleep but bed,  
Nothing to weep but tears,  
"Nothing to bury but dead."

ned

ONE



## Heart Ailment Fatal To Magnate; Rites In Newton Tuesday

### Body Will Be Brought From West Coast Tonight; Had Lived in New Home Since First of Year.

Pictures on page 10 and picture page.

Fred L. Maytag, 79, founder and chairman of the board of the Maytag Co., Newton, Ia., died at 1:08 a. m. Friday in Good Samaritan hospital, Los Angeles, Cal.

Mr. Maytag had been ill for several weeks of a heart ailment, his physician said.

#### Funeral Tuesday.

Funeral services for the manufacturer will be in Newton Tuesday afternoon. The body will be brought from California Friday night.

Coming to Iowa with his parents in a covered wagon when 9, Mr. Maytag broke ground on prairie acres to start a career which led to the amassing of one of Iowa's greatest fortunes through foundation of one of its largest industries.

#### Born Near Elgin, Ill.

He had retired from active management of the washing machine business which now is a \$5,000,000 plant employing 2,000 workers regularly and upon which an estimated 50,000 persons are directly dependent for employment.

Mr. Maytag was born July 14, 1857, on a farm near Elgin, Ill., and was brought nine years later to Marshall county, near Laurel, with four young brothers and five young sisters.

#### Parents Immigrants.

His parents, Daniel and Amelia Toneban Maytag, were immigrants from Prussia and Germany.

Starting a man's work on the farm at 10 while his father worked at the carpenter trade, Mr. Maytag was an experienced farmer at 16, when he operated a threshing machine. His only school work came within the 22 months after he was 12.

## Two in Tiff About City In the House

A Polk county Republican and a Buena Vista county Democrat tangled on the floor of the Iowa house of representatives Friday.

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### \$50 a Month.

But Mr. Maytag did not wish to limit his life to farming. At 23 he found employ-

## Address

In 1927 Fred L. Maytag, founder of the Maytag company, told his own story of how advertising made a success of the washing machine business. His address (printed on Page 9) explains the building up of the 53 million dollar business.

ment with McKinley and Bergman, Newton, Ia., implement dealers—a job which was to start a life filled with importance in industry.

His wages were \$50 a month. From this amount he soon saved \$800 and with it combined a \$2,700 note from his father to purchase an interest in the business. A year later he married Miss Dena Bergman.

She was a sister of two partners, W. C. and A. H. Bergman, to whom he sold his interest in the imple-

Maytag—

*Continued on Page Ten.*

## Boy's Tears Point Way To Justice

ORANGE, N. J. (U.P.)—A small terrier scampered through Judge Martin McHugh's police court.

John Byrne and James R. Alrey wanted Judge McHugh to decide who was right in claiming the dog.

Here, Scotty, one of them called. The dog responded en-

## Two in Tiff About City In the House

A Polk county Republican and a Buena Vista county Democrat tangled on the floor of the Iowa house of representatives Friday.

The house was debating a bill to provide that county boards of supervisors may assign rent-free space in county courthouses for war veterans to set up candy and newsstands.

Ed R. Brown of Des Moines proposed an amendment to make the bill ineffective in Polk county.

### "Won't Try to Sell Liquor."

Charles G. Johnson of Buena Vista county, who has criticized Des Moines for what he called its "lax liquor and gambling law enforcement," said:

"Ed, you don't have to worry. The veterans won't try to sell liquor."

Brown replied:

"I appreciate that it's easy for some representatives to come out of a small town like Marathon — Johnson's home town — and get lost in a city like Des Moines, but if they would keep their noses out of places where they don't belong, they wouldn't get lost."

### "Lost on Floor."

Johnson ended the tiff by snapping back:

"Well, it's not so bad for a small town person to get lost in Des Moines as it is for a Des Moines representative to get lost like you have on the floor of this house."

Brown's amendment was dropped and the bill passed, 94 to 0, to be sent to the senate.

## Murphy Consults Iowa Senators

WASHINGTON, D. C. (P)—J. Ray Murphy former American Legion national commander being supported by Iowa's senators for appointment as assistant secretary of war, called Friday at the offices of Senators Guy Gillette and Clyde Herring.

In Washington on business connected with the state insurance commissioner.



MAYTAG STARTED AT \$50 A MONTH

# Death Comes to Man Who I

## Aided Schools And Churches

## Entertained Friends in Wisconsin.

### Maytag—

Continued From Page 1.

ment firm to purchase a business of his own—a lumber yard.

#### Self Feeder.

Two years later, in 1893, he became interested in the invention of a band cutter and self feeder attachment for threshing machines patented by George W. Parsons of Newton. Here his own farming experience came to the front. He realized the need for elimination of hand feeding of grain bundles into the thresher.

He co-operated in development and marketing of the invention providing his one-fourth share of the necessary \$2,400 in capitalizing the Parsons Band Cutter and Self Feeder Co.

It was the foundation of the parent company of the present Maytag industry. The attachments were manufactured in a Newton factory and within the first year spread to purchase of another building and office.

#### Sold Lumber Firm.

The swift progress of the thresher attachment business overshadowed the lumber business. Mr. Maytag sold his lumber firm to devote full time to manufacturing in 1904. Five years later he obtained full control of the company and changed the firm to the Maytag Co.

First a corn husker and shredder were added to products of the Maytag company. In 1911 the electric motor and swinging wringer for washing machines were added.

#### Immediate Success.

The first long stride toward development of the worldwide washing machine business came in 1914 when a small two-cycle gasoline engine was introduced in automatic washing machines. The new washing machine immediately met great success in rural fields where electric power had not been developed.

Struggling under a heavy load of outside interests, Mr. Maytag in 1910 temporarily left the washing machine business to devote time to promotion of railroads and automobiles. The venture, however, was not successful and suffered great losses.

#### Snyder Invention.

## Maytag Enjoyed Life in Newton,

(The Tribune's Iowa News Service.)

NEWTON, IA.—Characteristic of Fred Maytag's fine sense of square dealing is the instance when a number of Newton men bought stock in the Maytag automobile venture at Waterloo, Ia., having full confidence in Mr. Maytag's business ability. The subsequent loss to stockholders was heavy. No personal claim was ever made on Maytag but he felt a deep sense of responsibility in the losses of those

who had banked on his judgment.

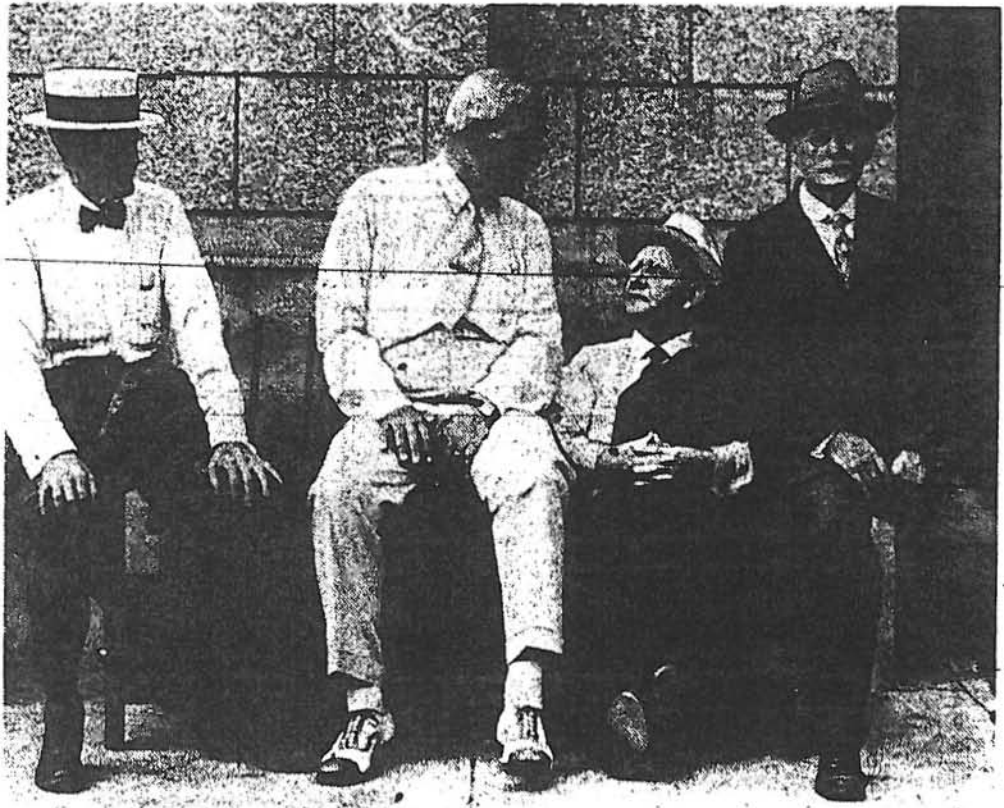
Fourteen years later, in 1923 on Christmas day, he sent each loser a check reimbursing the loss. The checks aggregated \$20,000. His own loss in the venture approximated \$300,000.

Maytag enjoyed a joke on himself and often told of the early days in threshing machine attachment manufacture when he personally went out to make adjustments.

On one such hurried call to Illinois, his partners packed his tool kit. Big and husky as he was, it took all his strength to carry the heavy bag. On reaching his destination after lugging the kit across a plowed field and sinking each step over his shoe-tops—winded and perspiring—he opened it for work and found not only the tools but an assortment of scrap iron and junk placed there by the jokester partners.

F. "Is ev every dreds through He happy of his. made associ ure a close His cent su

### 'LIKE OLD TIMES AGAIN'

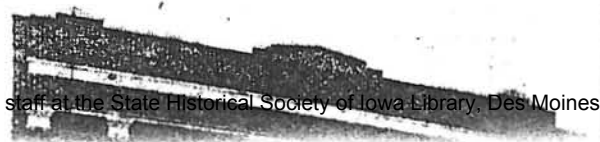


Back in July, 1933, the late F. L. Maytag chatted with three of his "old cronies" at Newton, Ia. At that time Maytag said, "Well, this is like old times again." Left to right, the men are: W. E. Dennison, Mr. Maytag, Richard Daly and Tom Clark.

listed dollars to Newton churches each Christmas.

In 1928 Mr. Maytag purchased a 400-acre estate at Lake Geneva, Wis., 30 miles north of Chicago, Ill. It was called Ceylon Court and was famous as a showplace after being built by the late John J. Merchants bank. It was noted for having a construction which

## AIDED SALVATION ARMY



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# Put Newton 'on the Map'

## Newton, Including Jokes on Himself

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F. L.'s greeting expression, "Is everybody happy?" preceded every talk he made at hundreds of salesmen's gatherings throughout the country.

He meant it. If they were not happy it was through no fault of his. So far as he was able he made happiness possible for all associated with him. Their pleasure and their prospering was close to his heart.

His purchase of the magnificent summer home, Ceylon Court at Lake Geneva, Wis., was largely to provide a place of rest and recreation for friends and employees—no distinctions were made and many varied groups were entertained there on summer weekends.

He derived his greatest pleasure in ownership of the estate from making others happy there.

For many years friends in Newton gave a birthday party for Maytag. On one such oc-

asion several years ago he said: "I have lived in Newton for more than 50 years and I have enjoyed it. I have enjoyed the friendships made here and enjoyed seeing a coal town of 1,000 persons grow and become a prosperous city.

"There have been pleasure and satisfaction for me in doing what I have done to make Newton better to live in. As long as I have health and strength I will carry on to be helpful."

## Maytag Talk Tells Growth

### From Farm Implements to Washers.

**Address—**  
Continued From Page 9.

was because of such a product that we have been able to use the slogan "If it doesn't sell itself—don't keep it." Perhaps no greater compliment could be paid to a product and its principle than the fact that no less than nine competitive dealers are attempting to copy and imitate it.

**Generous.**

Another very essential factor in our success, I believe, has been our generosity with our dealers and employes. During the past five years we have been quite prosperous, but we haven't kept all this prosperity for ourselves. Nowhere in the middle west can be found factory hands and shop men better paid for the work they do. Our office help and field men are well paid and above all, we have made it possible for our dealers to make money.

We have not forgotten the men on the firing line—the resalesmen, the men who ring the doorbells and must bear the brunt of the real job of selling.

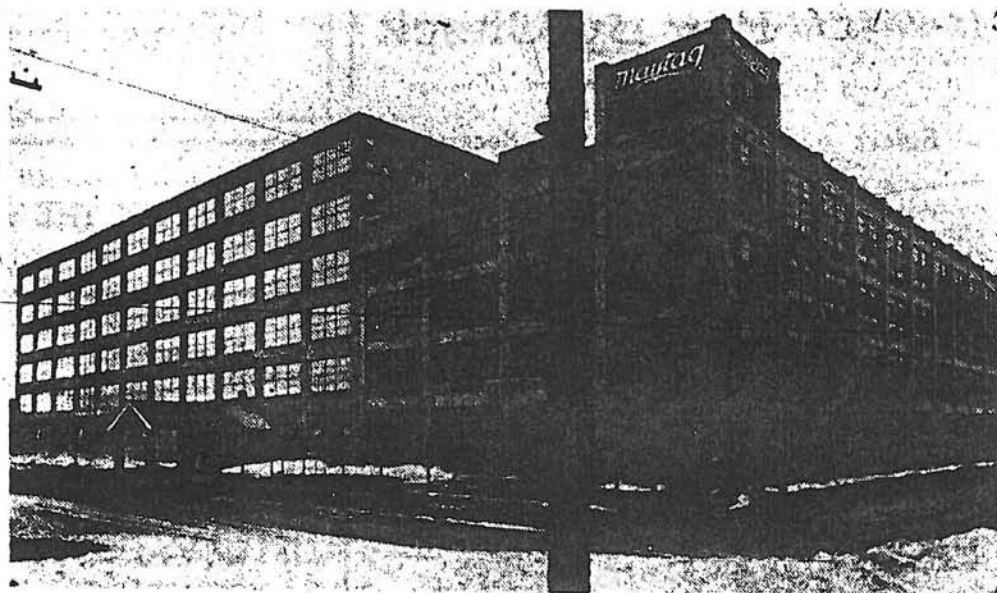
Four or five years ago the house-to-house salesman, in our judgment, was not receiving as much as he should receive from the dealer. We then said to the dealer that if he would pay a certain commission per unit on each sale and if the resalesman should sell a minimum of five machines or more per month and devote all of his time to the sale of Maytags, we would pay the salesman a bonus of \$5.00, in addition to the regular dealer's commission.

**Bonuses.**

The first year we operated under this plan cost us over a half million dollars on bonuses. Last year, about a million and a quarter dollars, but it was a great business stimulant because it attracted the type of men who were capable and who made good material for district and divisional managers later on.

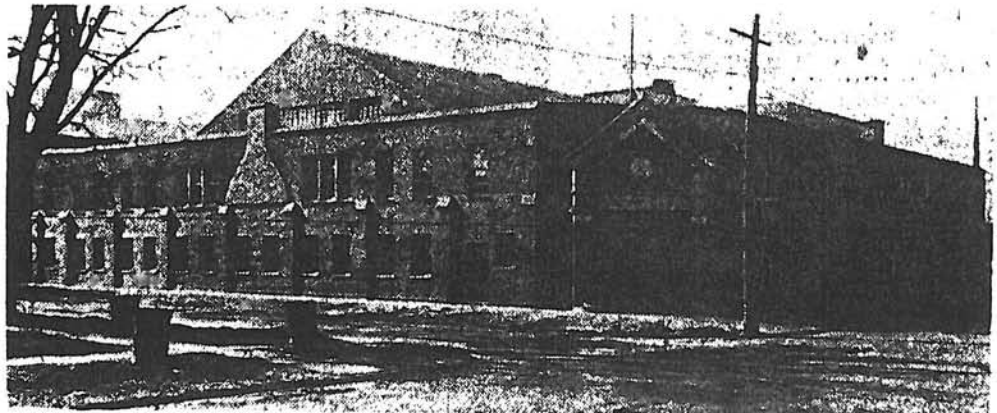
Not long after the resalesman's bonus was put into effect, some of our competitors decided

## MAYTAG PLANT AT NEWTON



Above is view of part of immense Maytag factory in Newton, Ia., now engaged in manufacturing washing machines. F. L. Maytag in 1894 began the manufacture of threshing machine feeders. It was in 1911 that the company manufactured its first electric washer which led to its present success.

## MAYTAG GIFTS TO NEWTON



Among many gifts to city of Newton made by F. L. Maytag, washing machine manufacturer, was the above Y. M. C. A. building erected at a cost of \$250,000.

n, Ia.  
W. E.

Y

Source: Iowa Territorial and State Legislators Collection compiled by volunteers and staff at the State Historical Society of Iowa Library, Des Moines, Iowa.



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Mr. Maytag returned to active management of the washing machine business four years later. He continued development of washing machine by adding an aluminum tub in 1922 and the gyrofoam invention of Howard Snyder, his chief engineer, who was responsible for many improvements in the machines.

The company founder took a long step in its promotion. He took a model of the improved washing machine to the west coast. It resulted in the first car-load order. A year later he shipped the first trainload.

### Outside Interests.

Such was the development of the present Maytag plant which covers 14 acres of floor space.

But Mr. Maytag, all during its development, was busy with outside interests, developments, and philanthropies.

His activity in politics was limited because he served only when he was most greatly needed and not because of a personal desire. Six years he served on the Newton city council in the late eighties. As chairman of the municipal committee he was responsible for promotion and installation of the city light and water plant.

### Mayor of Newton.

In 1919, immediately after the world war when a business administration was necessary in civic affairs, he accepted the post of Newton mayor for two years. Eighteen miles of paving were laid through his efforts as mayor.

In 1901, before his washing machine business was out of the bud, he was elected state senator and served five sessions and was chairman of the committee on appropriations the last three sessions. Governor Nate Kendall appointed him Iowa's first director of the budget.

### Aided Banks.

With his knowledge of finance he was instrumental in saving four Newton banks from possible failure during depression years. In this his son, E. H. Maytag, cooperated.

Mr. Maytag was widely known for his benefactions. One of his early moves was construction of a city water plant which later he sold to the city of Newton for \$3,000—less than it had cost him.

His gifts were little heralded, but he is known to have given \$4,000 to the Skiff hospital in Newton; \$75,000 to the Salvation Army citadel; \$7,000 to Sacred Heart church. Outside Newton some of his gifts included \$10,000 each to Coe, Monmouth and Parsons college.

### Fund for Grinnell.

Mr. Maytag created a \$50,000 perpetual endowment fund for students at Grinnell college; a \$500,000 construction and endowment fund for Maytag park, Newton, and had given thousands of un-

cluding a construction which included no nails. Wooden pegs were used throughout. It was a 23-room house.

### \$150,000 for Laboratory.

In 1929 Mr. Maytag purchased a controlling interest in the McGraw-Hill office building, a new \$1,500,000 structure in the Chicago loop district. It is a 16-story building.

In 1931 he donated \$150,000 for the Maytag research laboratory for tuberculosis at Southwestern Presbyterian sanitarium in Albuquerque, N. M., where his daughter, Mrs. Freda Sparey, had been a patient.

He spent \$1,000,000 in 1926 for construction for the 100-room modern Maytag hotel.

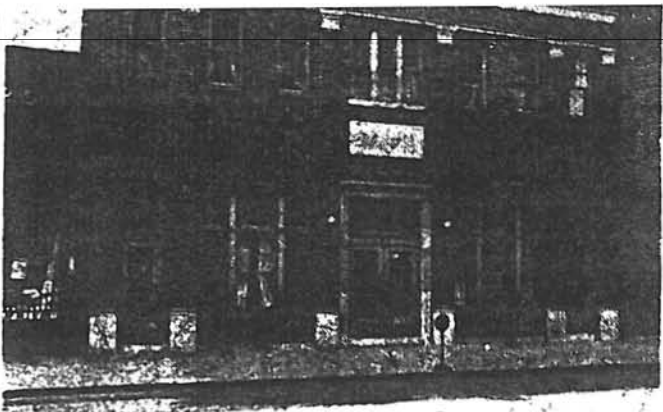
### Home in West.

Late in 1936 he paid \$150,000 for a winter home in Beverly Hills, Cal., and had been residing there previous to his removal to the Los Angeles hospital Mar. 2.

He also had spent much time in Florida where his son, E. H. Maytag, president of the Maytag Co., had purchased La Groce island, off the coast near Miami, for \$400,000.

### Wife Died in 1934.

Mrs. Maytag died in 1934. Surviving in his family besides E. H. Maytag are another son, L.



The Salvation Army building (above) in Newton was a gift of F. L. Maytag, erected in 1929.

B. Maytag of Colorado Springs, Colo., two daughters, Mrs. William Howard Smith of Prattville, Ala., and Mrs. H. I. Sparey of Colorado Springs, Colo.

### Two Brothers.

Also surviving are two brothers, L. P. Maytag of Marshalltown, Ia., and Dan C. Maytag of Laurel, Ia., and four sisters, Mrs. Martha A. W. Schneider of Marshalltown, who had been with him in California.

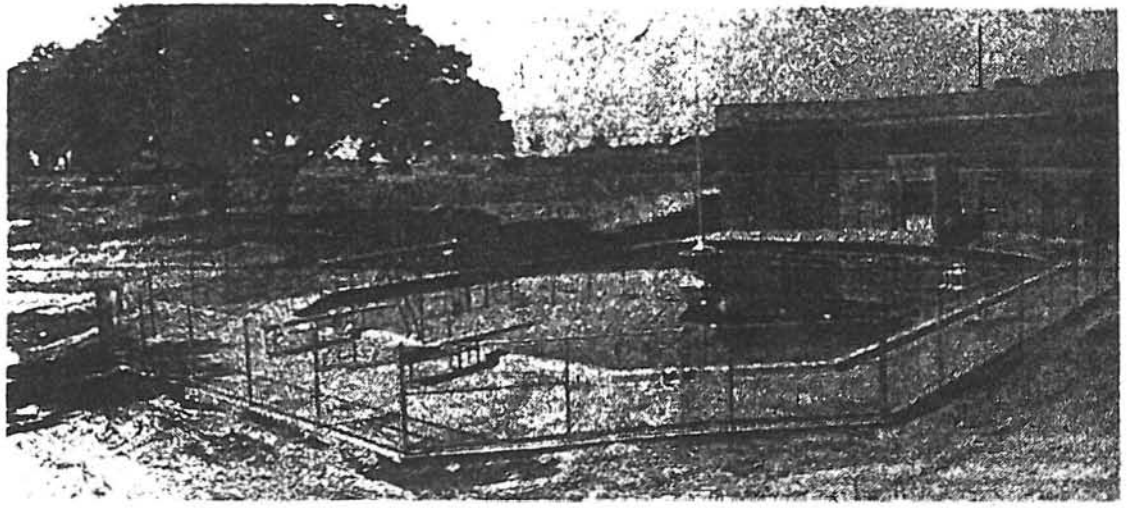
Mrs. Louis Block of Marshalltown, and Mrs. Will Otten of Melbourne, Ia.

A brother, T. H. Maytag, died in 1931 from injuries suffered in an automobile accident near Grinnell.

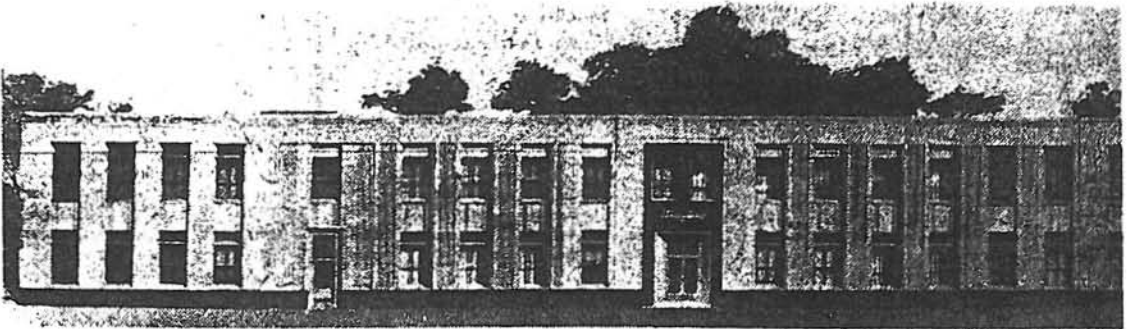
### 103 and Death.

CHICAGO, ILL. (AP)—Funeral services will be conducted Saturday for Mrs. Wilhelmina Stroebel, 103.

## POOL BUILT FOR NEWTON



Part of \$250,000 park project donated by F. L. Maytag to Newton was above bathhouse and swimming pool



This is Maytag Co.'s new office building in Newton completed last year at an approximate cost of \$150,000. It is air conditioned and modern throughout. The five million do ploys 2,000 men and 50,000 depend upon it fo

## Maytag Had Just Been Re-elected

Annual Firm Meeting Was Tuesday.

(The Tribune's Iowa News Service)

NEWTON, IA.—F. L. Maytag had been renamed chairman of the board of the Maytag Co. at the annual meeting here Tuesday this week.

Other officers, all re-elected, include E. H. Maytag, president and treasurer; Roy A. Bradt and Fred Maytag II, vice presidents; George M. Umbreit, vice president and comptroller; W. I. Sparks, secretary; and E. L. Nelson, assistant secretary.

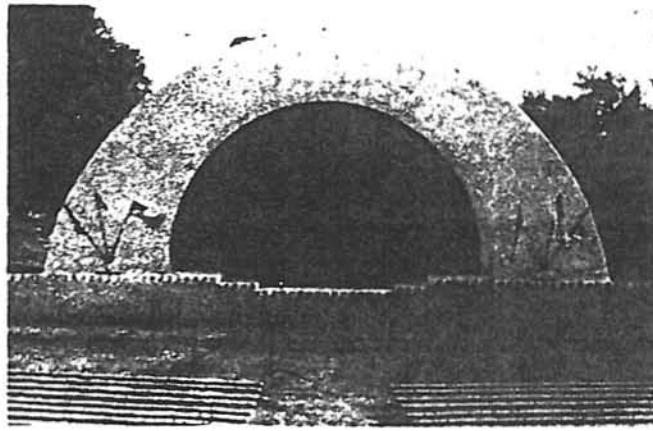
The seven directors include the Maytags, Sparks, Bradt and Umbreit, all of Newton, and Cyril Quinn of New York City.

### M-m-m

WASHINGTON, D. C. (U.P.)—

The Washington News turned realistic Friday in an advertisement of Easter hydrangeas. Printers mixed perfume with colored ink to give the flowers their original scent.

## IN MAYTAG PARK



Bandshell, completed last year, is part of \$250,000 park donated to city of Newton by F. L. Maytag.

## Friends Feel Newton Loss

### Cite His Spirit of Citizenship.

(The Tribune's Iowa News Service)

NEWTON, IA.—W. E. Denniston, Newton, lumberman and banker, lifelong friend and purchaser of Maytag's lumber business in 1904, Friday said:

"In the death of Mr. Fred L. Maytag, I am losing one of the most loyal friends I have ever had.

"This friendship spreads over a period of 50 years, 12 years of which I was in his employ.

"Indebted."

"This community is greatly indebted to the Maytags for what they have done for Newton. All regret very much Mr. Maytag's passing."

Mrs. John W. Billingsley, member of the Maytag park board and wife of Dr. Billingsley, state senator, said: "No words would be adequate to express Newton's appreciation of the man and philanthropist, Fred L. Maytag. His work and influence in Iowa and particularly in this community are without parallel and we mourn his loss as a citizen and a friend."

Chamber of Commerce.

Neal P. Hammer, secretary, representing the Newton Chamber of Commerce, said:

"The death of F. L. Maytag means the passing of Newton's most loyal and distinguished citizen. His faith and courage in business not only brought courage in business; brought not only universal recognition to this community, but many comforts and

great happiness for his fellow-townsmen to enjoy.

"The history of his achievements will stand as a memorial."

### \$400 Bill Paid in Mills.

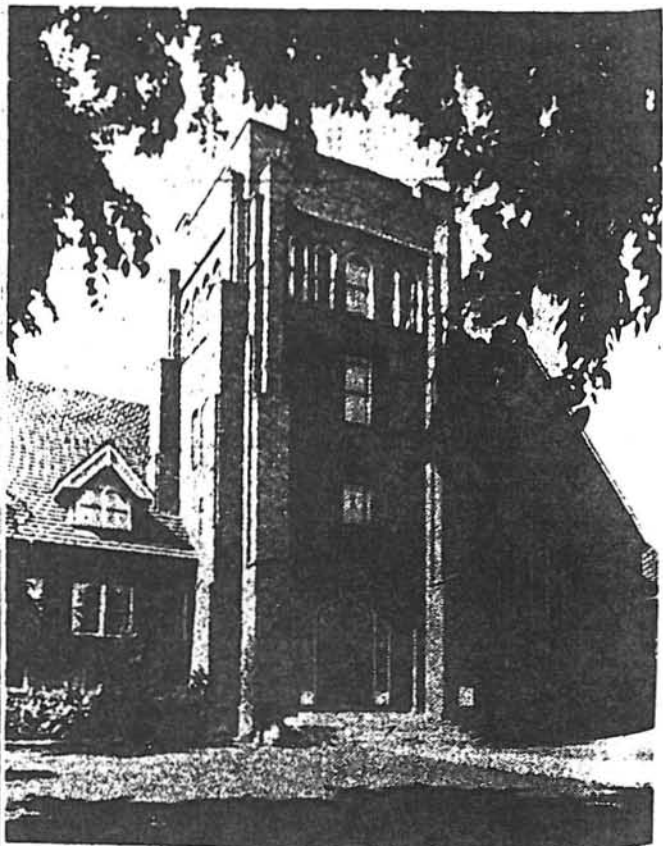
STOCKTON, MO. (U.P.)—John Keep, local lumberman, was paid a \$400 lumber bill in one-mill tax tokens. It took him two days to count them.

that this was unfair competition, and some of them reported us to the United States federal trade commission. They asked us for an outline of what we were doing, and we laid all of our cards on the table without reservation. The commission has been investigating us ever since, but up to the present time they have not asked us to discontinue the practice.

Our generosity has not been from an altogether altruistic motive. While I receive a great deal of satisfaction in giving out more money than they can obtain anywhere else, nevertheless, it has paid us to do it. It has filled our ranks with men who have the character and ability to do the job as it should be done.

In 1920 the retail value of washing machine sales was approximately one million dollars, and we had a position in the industry of about fifth place. In other words, there were four other manufacturers who did and sold more washers than we did. In 1926 our retail sales amounted to fifty-three million dollars. It might be interesting to know that in 1920 we had a million-dollar business with about 11,000 dealers, and in 1926 fifty-three million dollars with 2,400 franchised dealers.

## MAYTAG'S CHURCH



Above is Presbyterian church, in Newton, of which F. L. Maytag was a member and which he aided financially.

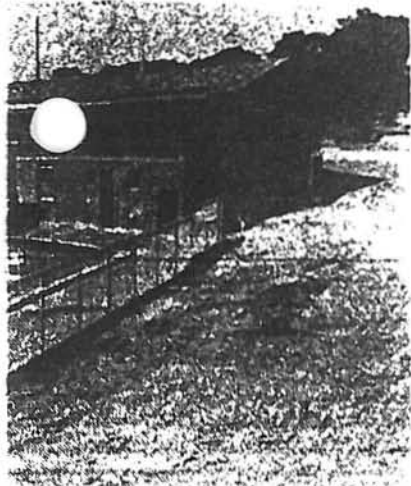
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Swimming pool completed last year.



Copyright by Lyle Tyler.

The million dollar Maytag plant em-pou upon it for work.

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