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IOWA

the land between Two Rivers



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Between Two Rivers

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Pull the string taut,
O Archer!
The flight is far
Between Two Rivers.

On the east the Mississippi,
The river everybody knows.
On the west flows the Missouri;
In between is IOWA!

IOWA is known for corn and farms.
True, but see how much more!
The way of our travel, O Archer,
Will see a great state,
Between Two Rivers.

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IOWA the land between two rivers



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 DES MOINES, IOWA

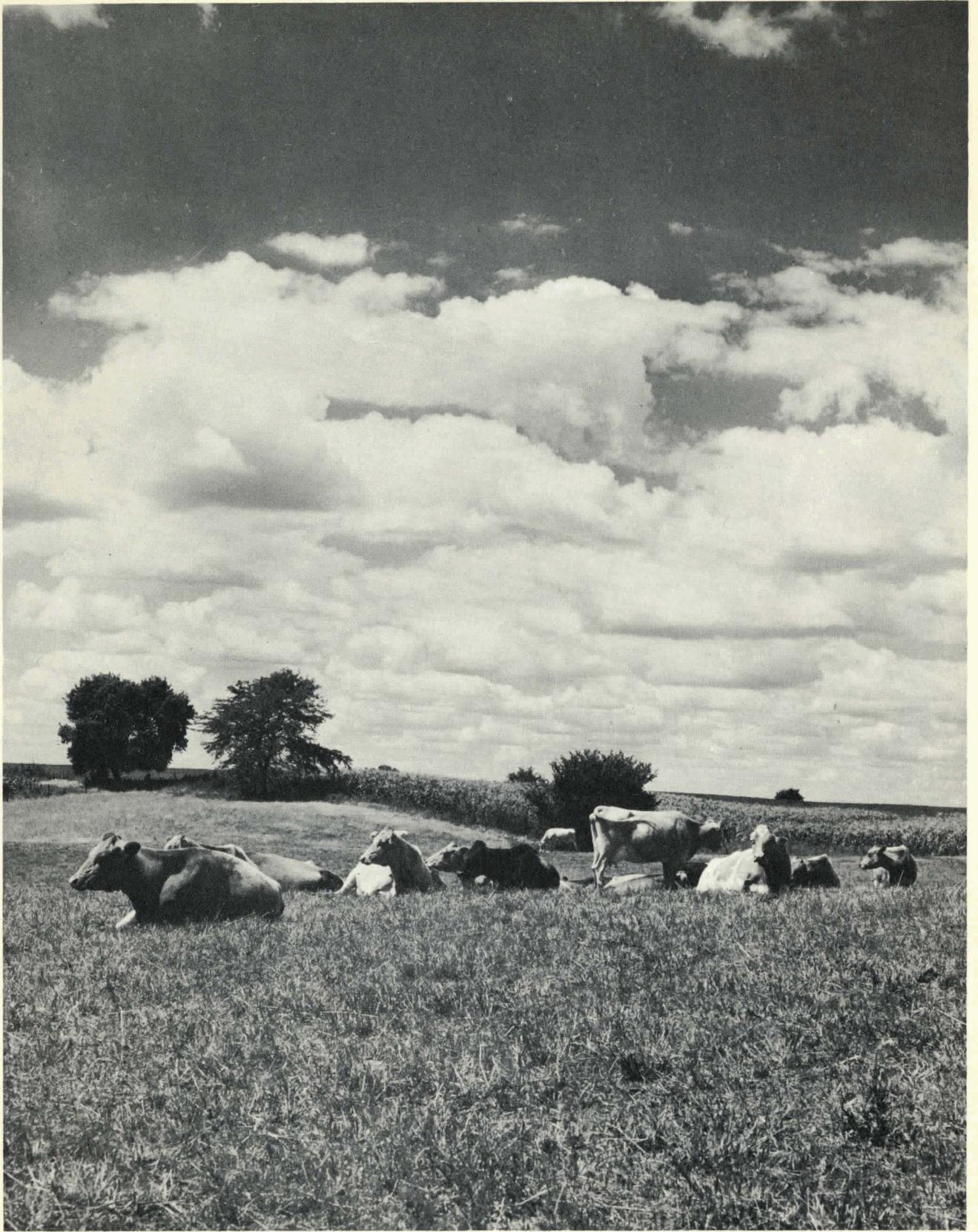
This brochure is designed as a brief pictorial travelogue on Iowa, to inform the public of the assets in Iowa—its people, agriculture, industry, schools, recreation, and government. Words and pictures cannot convey the Spirit of the Hawkeye State. We invite you to Iowa, to the rich, green prairieland Between Two Rivers, to meet the friendly, hospitable people of the nation's breadbasket, to see its facilities and attractions.

LEGEND

1. Orange City, Tulip Festival
2. Sioux City, great meat packing center
3. Council Bluffs, railroad center
4. Sidney rodeo, world famous
5. Shenandoah, nursery area
6. Creston, world blue grass center
7. Winterset, original Delicious apple tree
8. Fishing at Storm Lake
9. Fishing tackle made at Spencer
10. Ocheyedon Mound, highest point in Iowa
11. Spirit Lake, popular vacation center
12. Vacation center at Clear Lake
13. Unique West Bend Grotto
14. Fort Dodge, gypsum mining
15. Iowa State College, Ames
16. Newton, home of famous washing machine
17. Capitol building, Des Moines
18. Pella, Tulip Festival
19. Ottumwa, meat packing
20. Amana colonies
21. Tama Indian Powwow
22. Waterloo, industrial center
23. Little Brown Church, Nashua
24. Bily Bros. clockmakers, Spillville
25. World's smallest cathedral, Festina
26. Iowa's Little Switzerland region
27. Julien Dubuque grave, Iowa pioneer
28. Clinton, industry and river trade
29. Buffalo Bill birthplace
30. Cedar Rapids, industrial center
31. Herbert Hoover birthplace, West Branch
32. University of Iowa, Iowa City
33. Muscatine, world pearl button industry
34. Davenport, industrial area
35. Burlington, manufacturing center
36. Fort Madison, home of famous fountain pen
37. Keokuk, mighty power dam

Front Cover —

The Mighty Mississippi



The Iowa landscape . . . lush, bountiful, rolling . . .

We're Happy Here

You're in Iowa now . . .

This is the land you've read or heard about in different ways. Most likely you've heard of its corn crop because this is The State Where The Tall Corn grows. The picture on the opposite page is typical of the rich Iowa prairie land which grows 20 per cent of the nation's corn crop, and produces 10 per cent of the nation's food supply.

Then, too, you've probably heard of its hogs and its farms. In 1948 twenty-one percent of the nation's hogs were raised in Iowa, on farms which are equipped with more modern farm machinery than any others in the nation. Iowa's farmers are the world's top consumers of farm machinery. Their farms are well-kept, with good buildings, modern utilities, healthy livestock, and ample pasture.

Lying between two famous rivers, this land called Iowa holds more than 35 million acres. Nearly 97 percent of this land is under successful cultivation. Of all the Grade A land in the country 25 percent is in Iowa. Iowa is the foremost agricultural state of the nation.

This travelogue also will dwell upon the industrial products made in Iowa bearing famous labels which have attained world leadership, such as washing machines, fountain pens, cereals, and many others. In this historically agricultural state, industry, too, is here, and more and more is coming to the source of raw materials and to the spacious freedom and quiet independence which the folk living here enjoy every day.

More than two and one-half million people live here. The seat of government is located at Des Moines, the state's largest city.

The countryside is dotted still with little white schoolhouses. And many of them are still thrumming to the vigor of young feet and voices. In southern Iowa counties, a number of covered bridges still stand, many of them in use. In the spring the rolling domain of Iowa is a sea of breaking green crests of hills. As the days grow warmer, the green turns and the

pattern changes. Fall is a forest of golden corn stalks which so dominate this land that highways become paths between the forests.

This is the land of Black Hawk, Keokuk, and Wapello, colorful Indian chieftains, who blazed their names in early American history. Buffalo Bill was born here. General Grenville M. Dodge, builder of the Union Pacific railroad, made his home here. Herbert Hoover was born in West Branch, Iowa. Movie stars and writers call this their home. Grant Wood, the famous artist, was a native Iowan. Many of his most famous paintings are scenes from his native locale.

This is the home of the Hawkeyes of Big 10 football and basketball fame, the University of Iowa at Iowa City. The university is famous for its schools of medicine, law, journalism, and art. Iowa State College at Ames is world renowned for its curricula in agricultural experimentation and engineering. Another well-known school is Iowa State Teachers College. These schools, combined with a network of grammar and secondary schools, comprise one of the nation's exemplary school systems, which has produced a populace with the highest literacy rating in the nation.

We're happy here.

We like this leafy civilization where the sun is seldom bisected by towering buildings. There are sandlots and corner lots, wide avenues, and boulevards freckled with sun and flowers, soothed in shade. There are lakes and rivers for fishing and swimming; wooded areas for camps and outings. We can hunt and hike or do anything we wish.

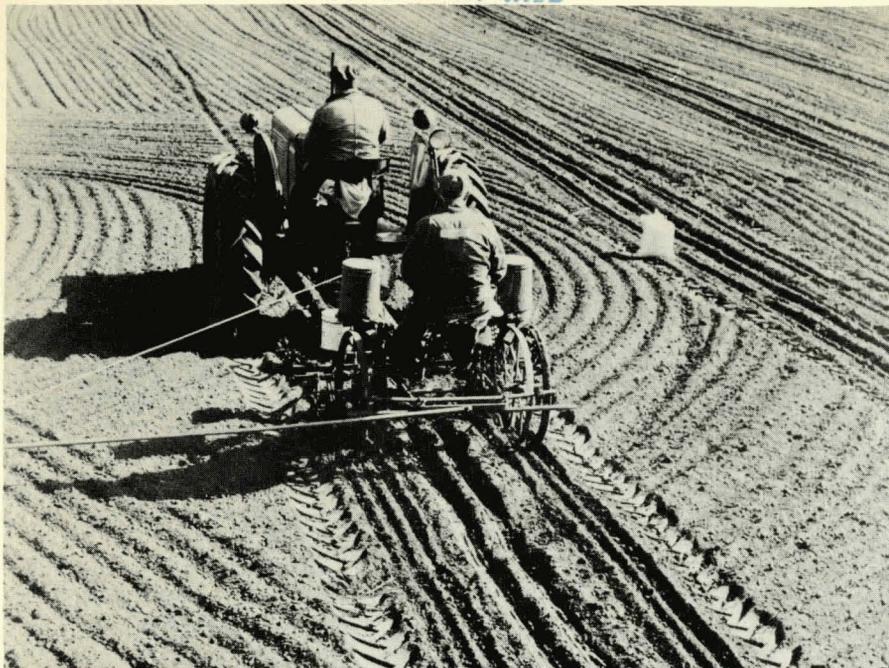
We like it here—as you can see.

St. Peter, at the gates of Heaven, asked a new arrival from where he came, and this was the reply:

"I came from Iowa."

St. Peter nodded sadly and said, "You had better go back, you won't be happy here."

We're happy here. We'd like you to come and see us sometime.



The Iowa Indian Song

*Words and music by
MEREDITH WILLSON
Native of Mason City, Iowa*

Knee high by the Fourth of July
in Iowa!

Aye I Ky-yi-choo-oh, Iowa, Iowa!

Belt high by the Fifth of July
in Iowa!

Aye I Ky-yi-choo-oh, Iowa, Iowa!

Just throw the golden seed down
Right down on Iowa ground
Before it ever gets there
That seed will grow in mid-air
Sky high by the Sixth of July
in Iowa!

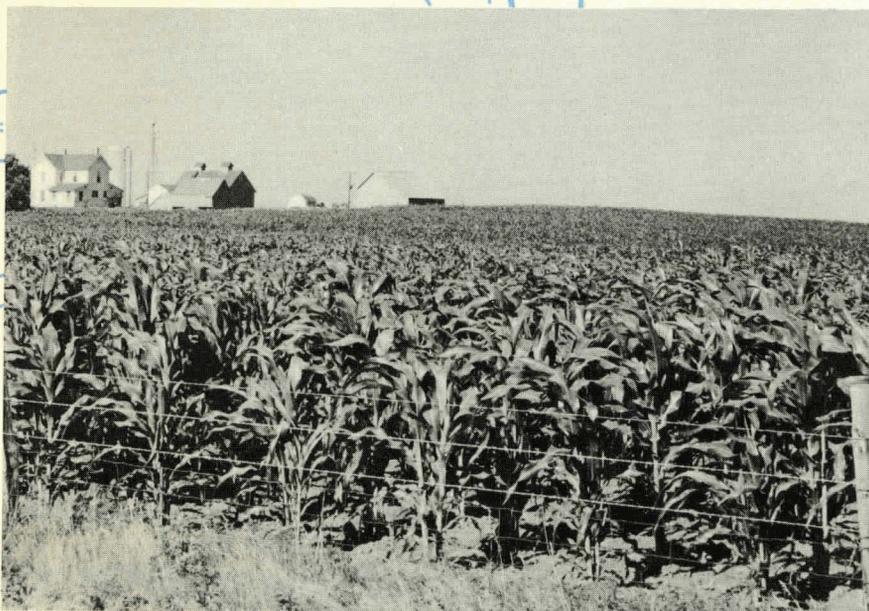
Aye I Ky-yi-choo-oh, Iowa, Iowa!

Back there where I was born
in Iowa.

Aye I Ky-yi-choo-oh, Iowa, Iowa!

Aye I Ky-yi-choo-oh, Iowa, Iowa!

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Sky high!



Indian Summer

A hazy afternoon in early fall . . . great puffs of clouds rise like smoke . . . shocked corn . . . a picture scene to delight the artist. It is the kind of Iowa scene the late Grant Woods might have immortalized.



After the Frost

"When the frost is on the pumpkin and the fodder is in the shock . . ." James Whitcomb Riley.



Heap high the farmer's wintry hoard!
Heap high the golden corn!
No richer gift has Autumn poured
From out her lavish horn!

—Whittier, The Corn Song



Fishing is the foremost outing among Iowa sportsmen. Game fish range from slim trout in northeast Iowa to the many varieties of catfish in inland streams, and pike, perch and bass in northern Iowa lakes.



The lane of Autumn passes through the leafy parapet of color composed in the fireworks of fall and a broad cool shadow touches a patch of sumac, then dappled in shadow

the lane turns, one of the myriad State Park roadways into the colorland magic of Autumn in Iowa.

Now, the easel of fall has been washed with the soft white
of Winter, and through the snow-coated limbs of the trees,
a bright winter sun sets a glaze to the avenue paved with
white leading into Iowa's Winter wonderland.





A Sunday morning in Iowa, when the snow is on the ground, and everybody, especially the kiddies, likes to get out and walk over the crunchy white paths to the little church on the hill with the majestic spire.

Color Panorama in Iowa

These colorful scenes may be seen in Iowa during the Spring and Summer months



Lotus lilies in bloom on lake near the Amana Colonies



Bright tulips and costumes of Tulip Time at Pella



Wheat bowing for the harvest



Iowa State Flower, the Wild Rose



Tribal dance and costumes of Indian Powwow at Tama



A covered bridge in southern Iowa



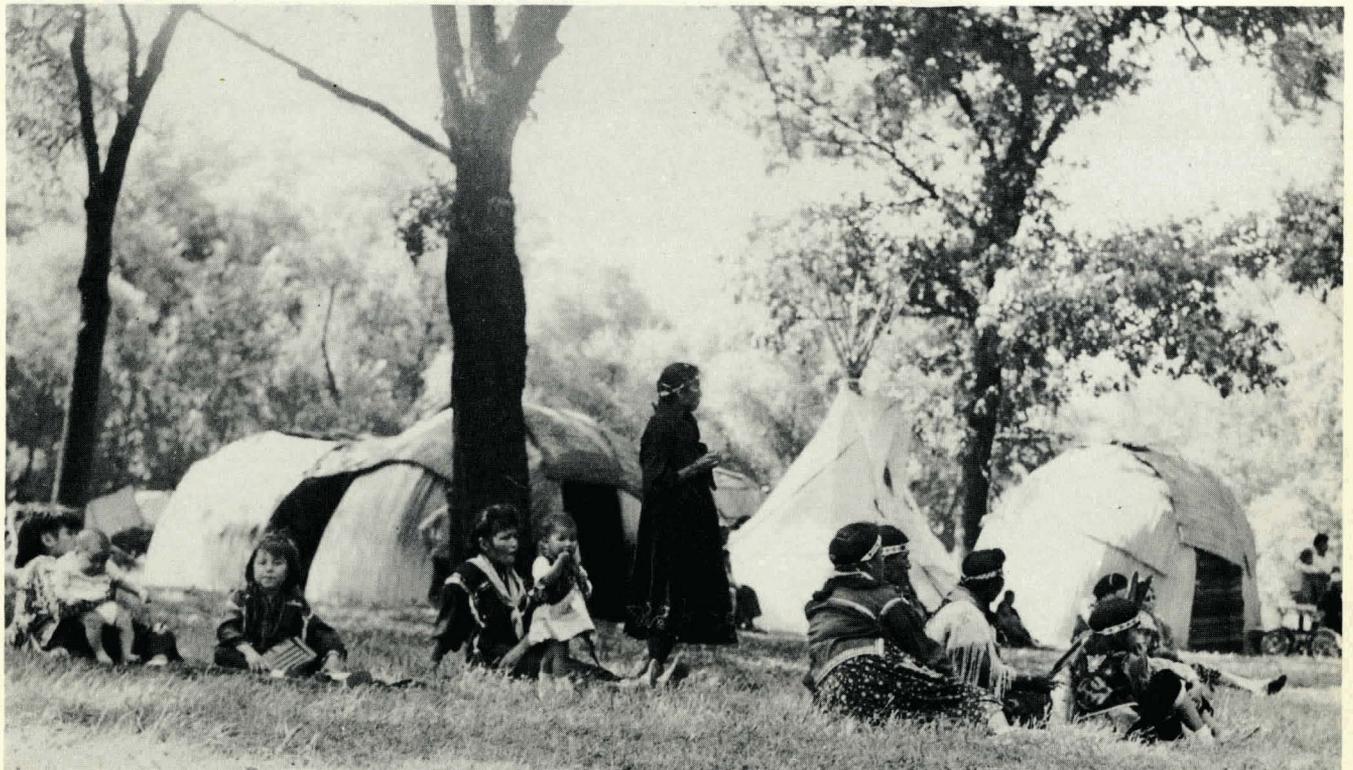
The splendor of a lotus lily blossom



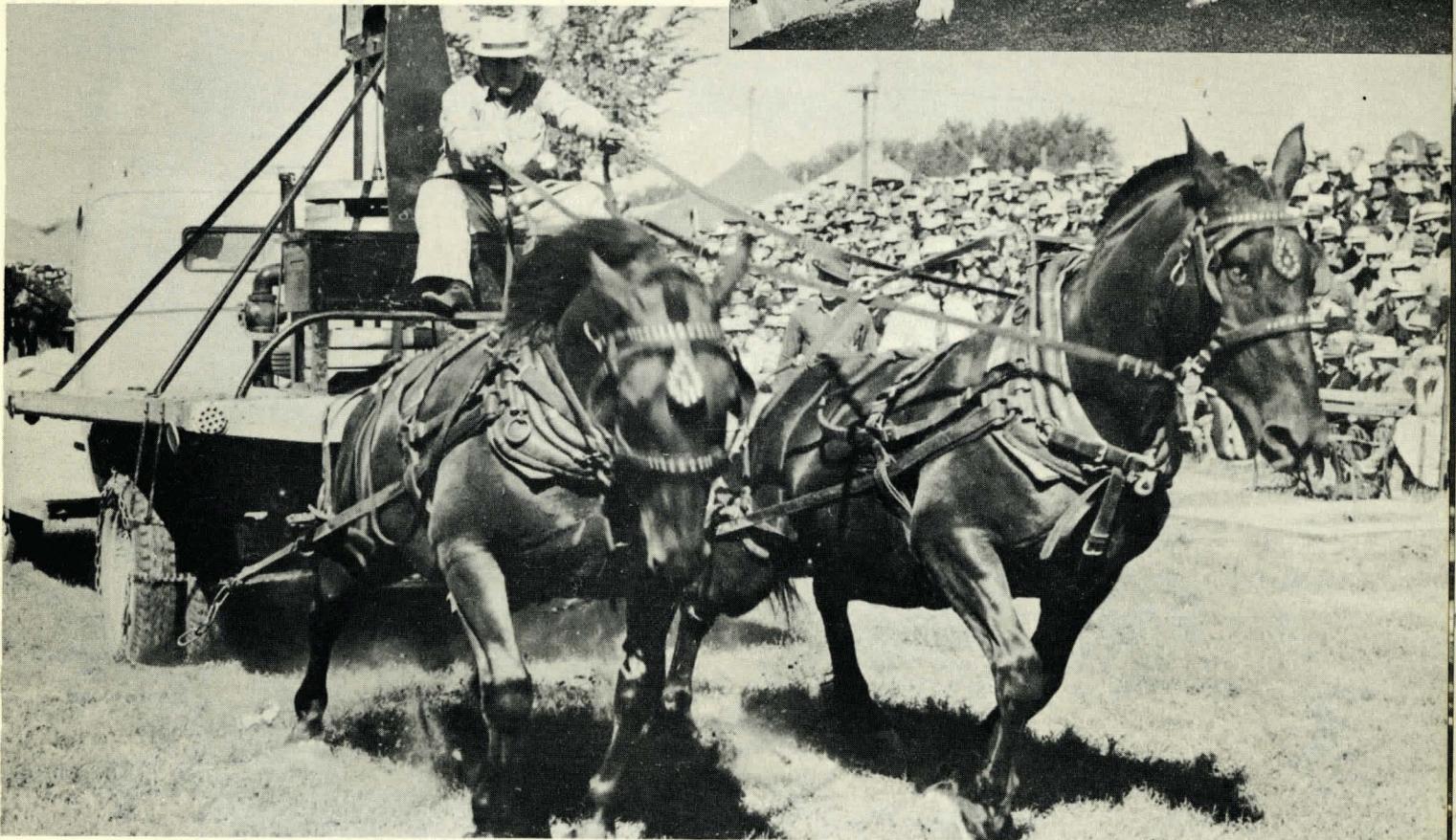
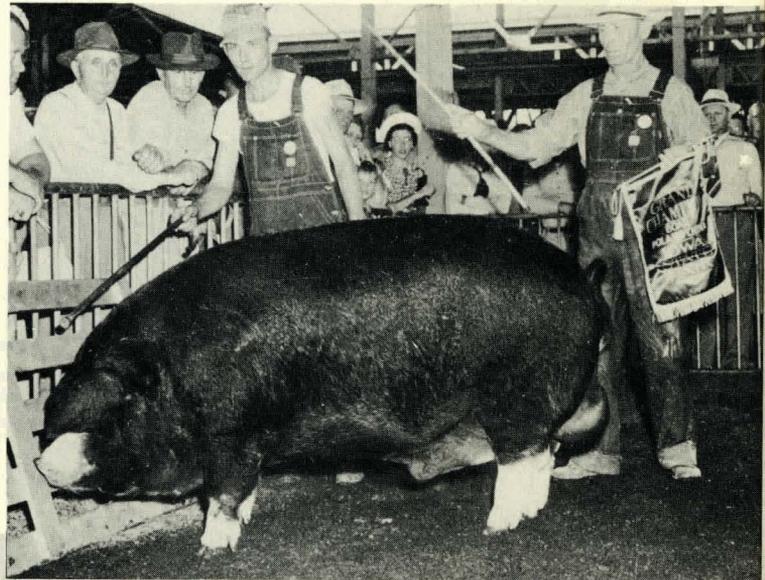
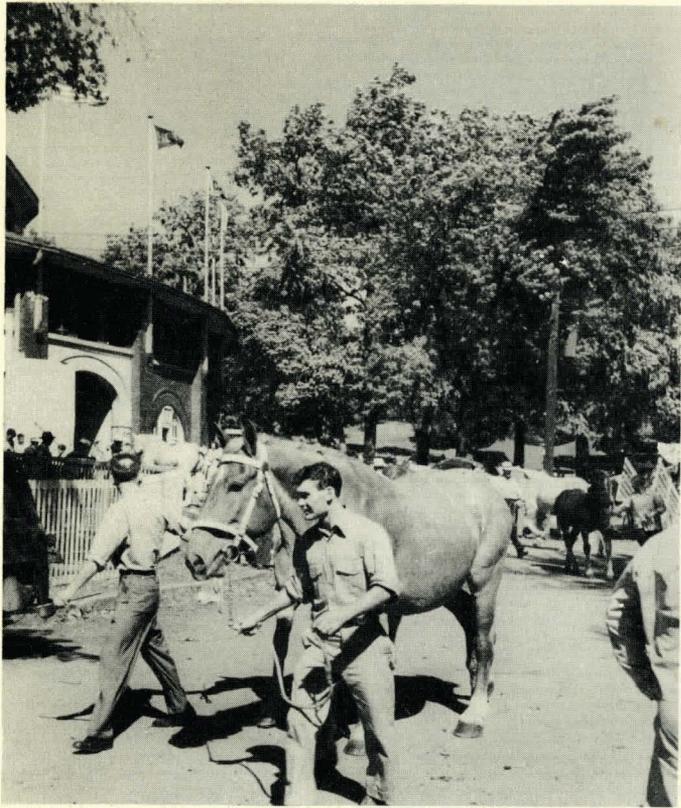
Up and over at famous Drake Relays, Des Moines.



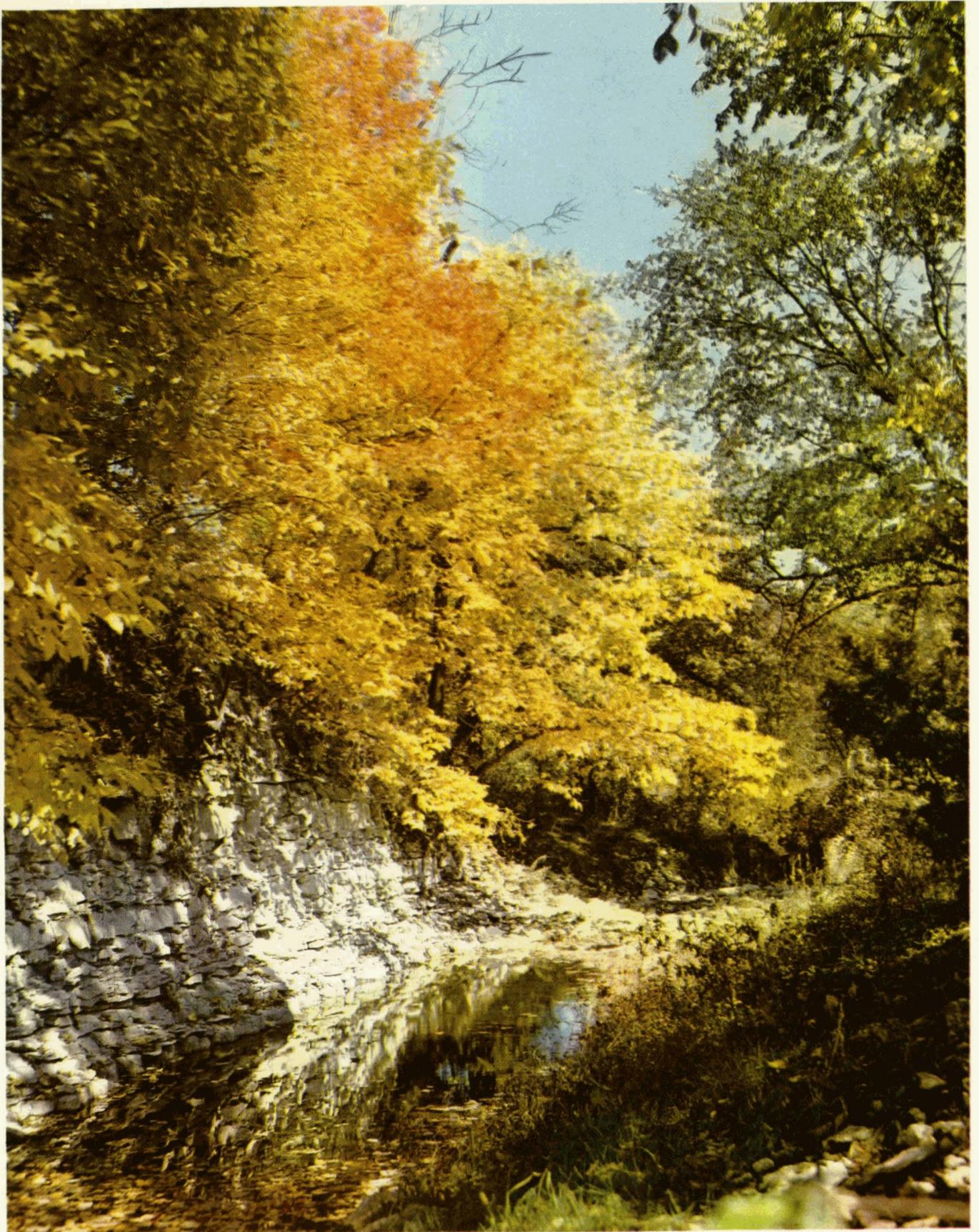
Members of all-girl Scottish Highlander Band, University of Iowa.



Mesquakie squaws watch tribal dances performed at Indian Powwow, Tama.



Scenes from the Iowa State Fair, the world's premier agricultural exposition.



Natural beauty abounds in Iowa's countryside.

Scenic Highway.





Industry and Iowa . . .

Historically regarded as an agricultural state, Iowa now is matching the income from its soil with products of industry. Nowadays there are splotches of smoke on the horizon, coming from the smokestacks rising out of the tall corn. The field and the factory, the farmer and the manufacturer, are joining forces for the good of themselves, Iowa, and the nation.

Symbolic of this new look are the pictures on these pages. Above, the skilled hands of the craftsman; on the opposite page, the pattern of modern industry, entitled "Going Up."

The state's industrial economy in the past nine years — and not-

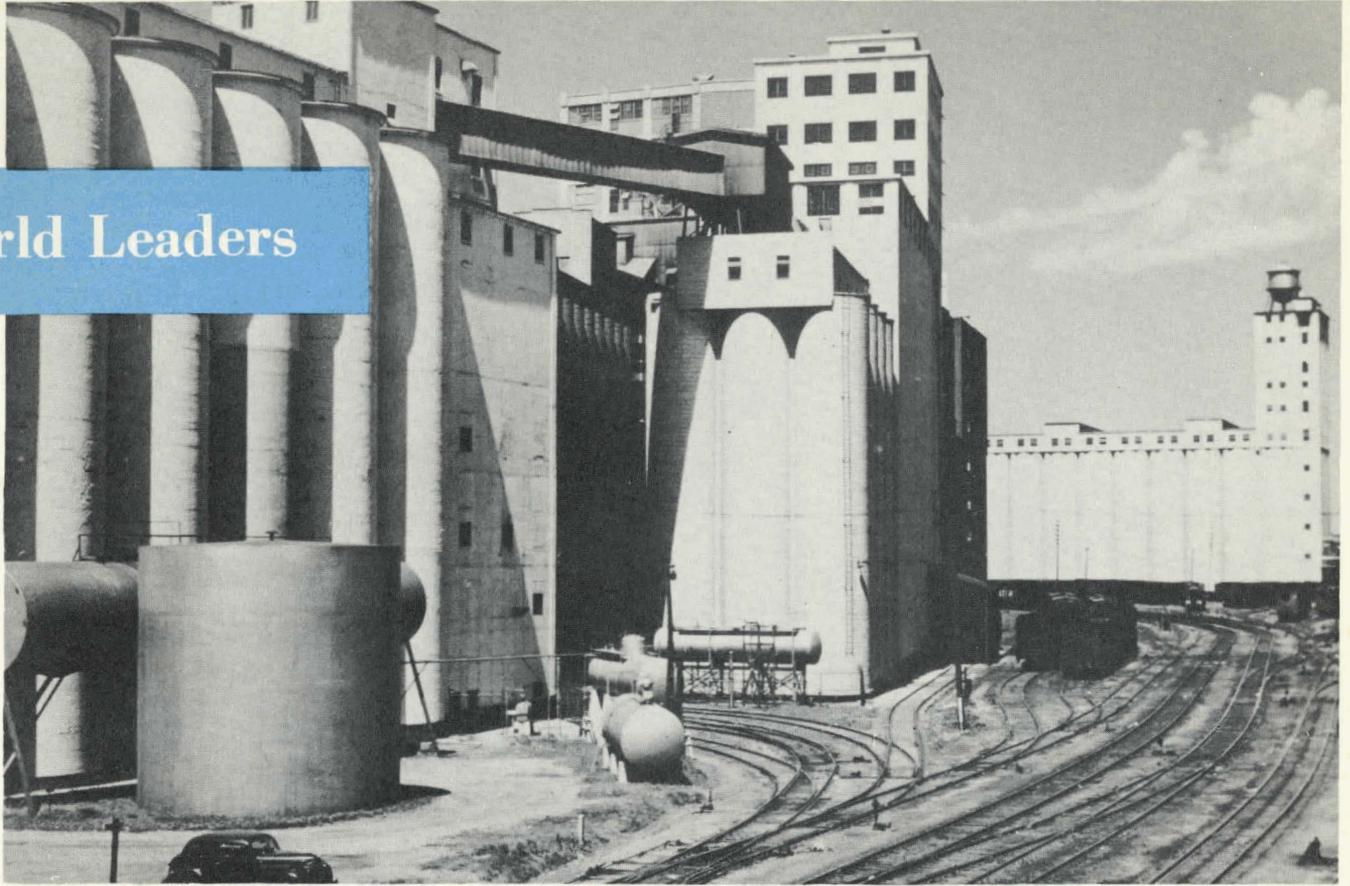
ably since the end of World War II—has skyrocketed. Iowa's industrial body can now count nearly 4,000 manufacturing industries, around 300 of which have been established since the end of the war. In 16 categories of manufacturing, Iowa has the world's largest plant or industry.

With its growing industry, Iowa offers a uniquely balanced economy, with its agricultural income and value of manufactured products approximately equal.

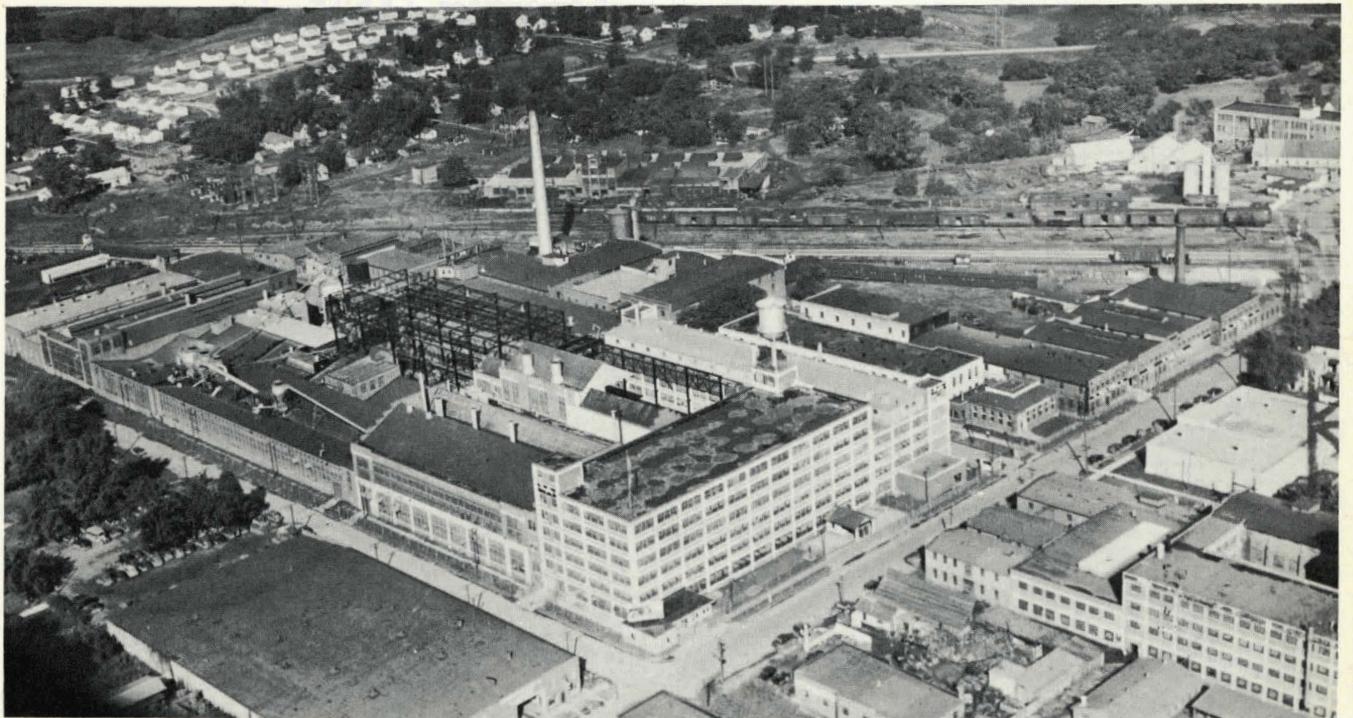
Dimly lit now, the star of tomorrow in Iowa industry is chemurgy, the utilization of agricultural waste products in synthetic manufacture. The fields of Iowa have only begun to be tapped.



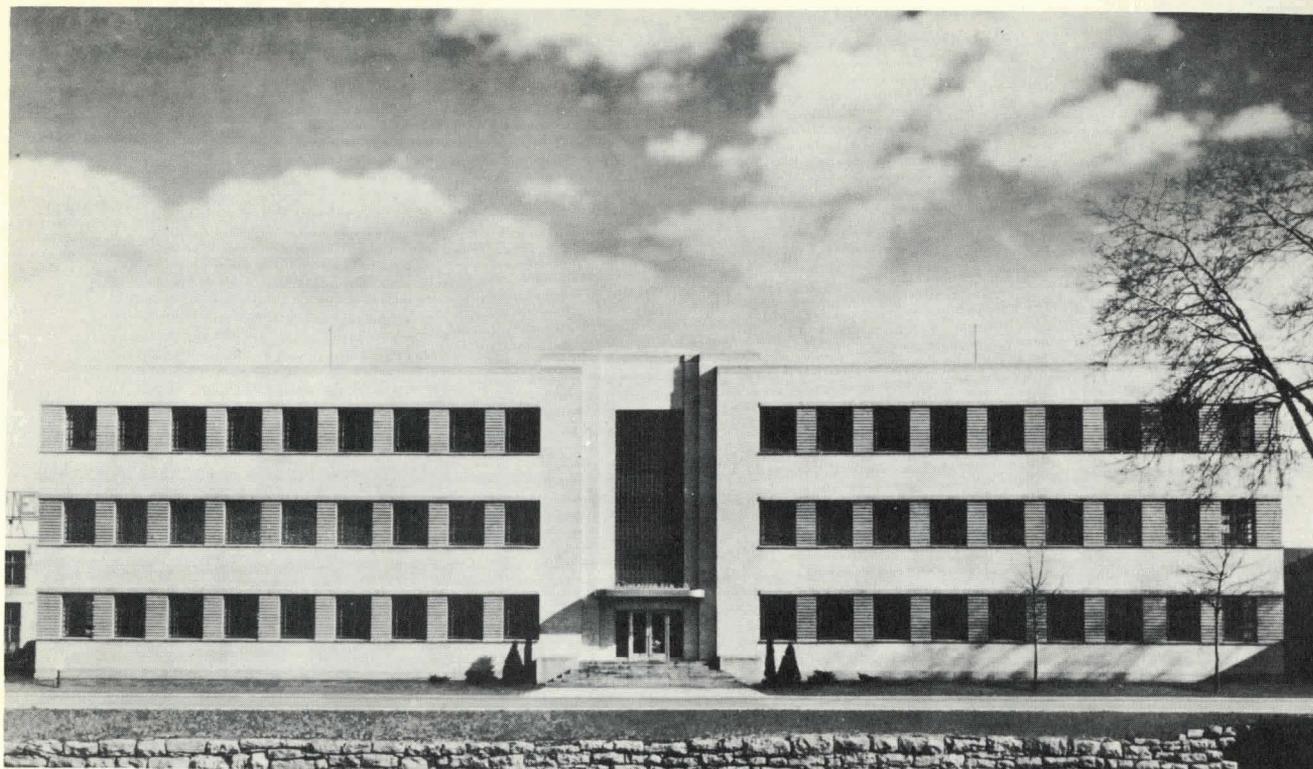
World Leaders



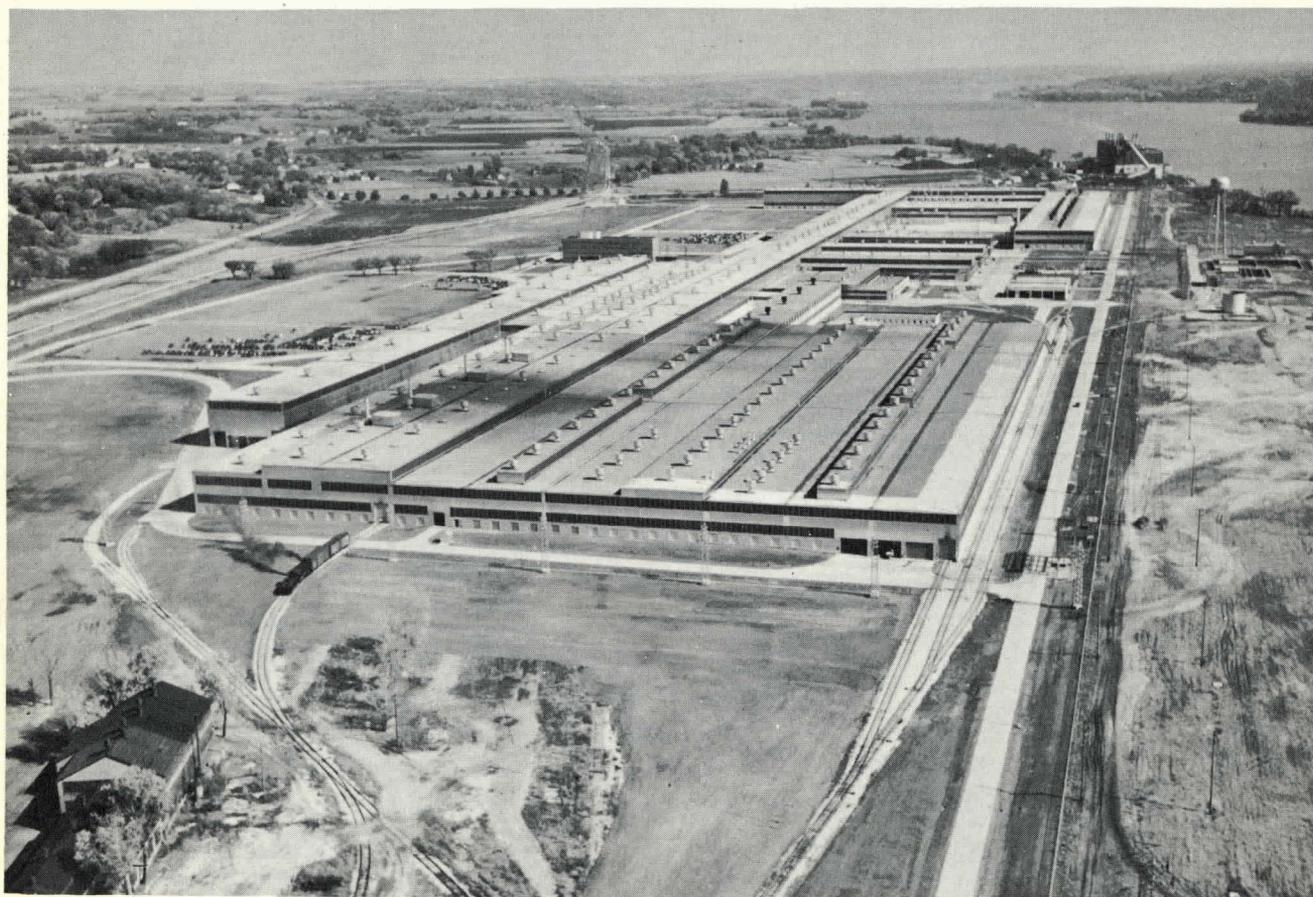
World's largest cereal plant at Cedar Rapids



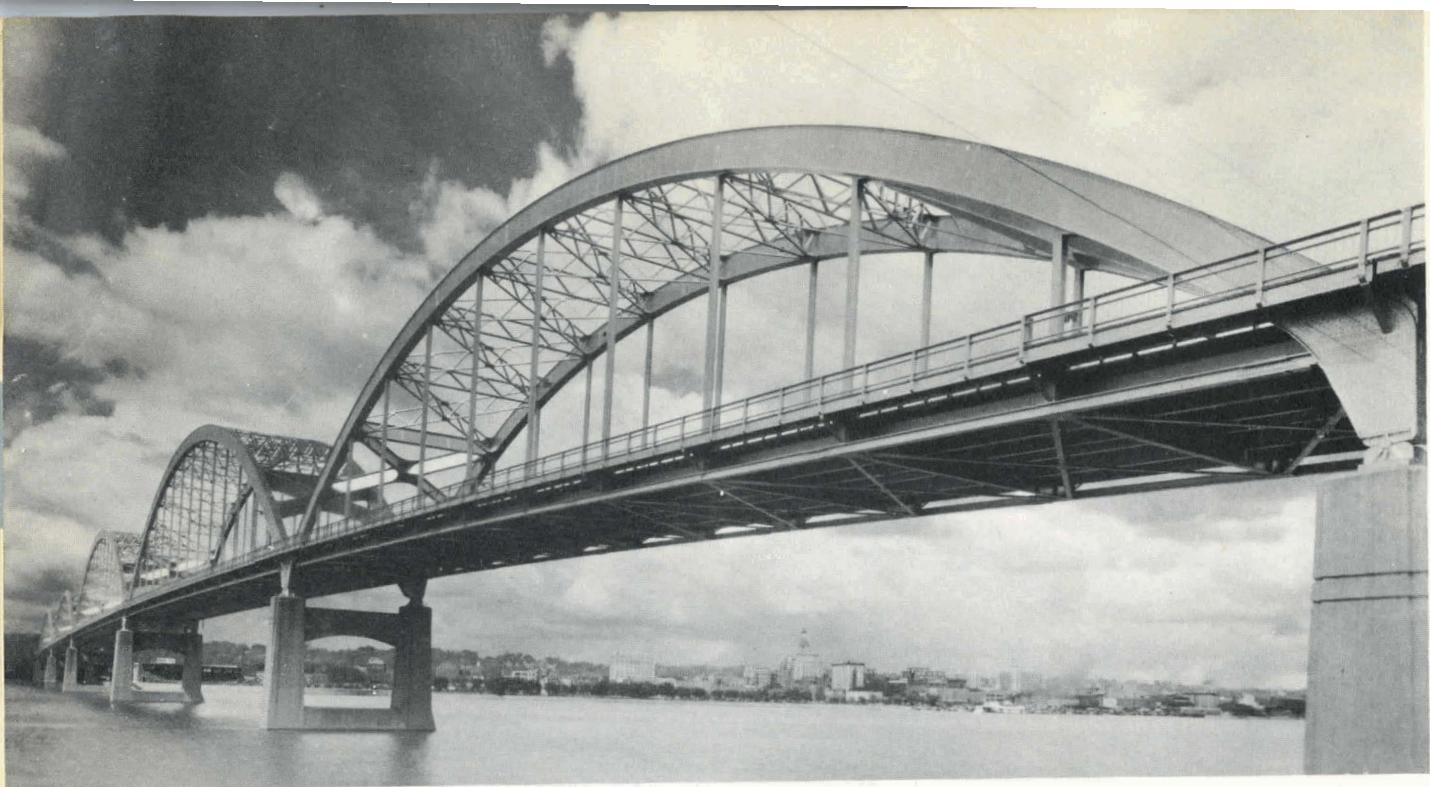
World's largest maker of washing machines at Newton



World's largest manufacturer of fountain pens at Ft. Madison

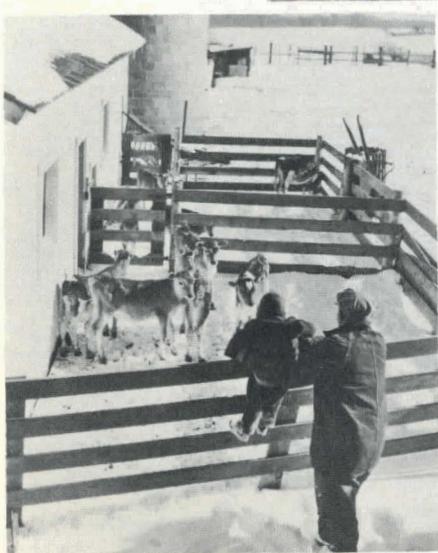


World's largest aluminum plate rolling mill at Bettendorf

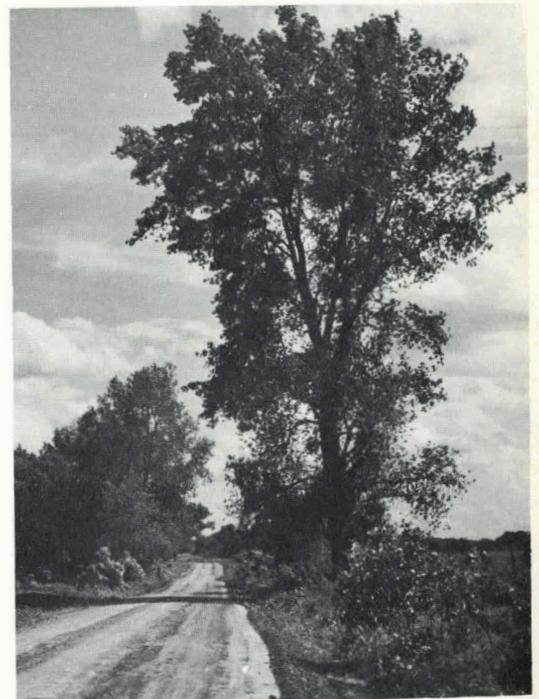


Gateway to Iowa

Milk Inspector



Counting Noses



Sentinel Cottonwood



The sweet charm of Sunny . . . girl of Iowa . . .

The strength and grace of Old Capitol (below), Iowa's first capitol building, stands symbolical of the state's literacy leadership. Old Capitol is now used for the University of Iowa's administration offices. Its architecture is primarily Italian Renaissance in style. Four Doric columns adorn the entrance portico on both sides of the building, and the dome is supported by eight Corinthian columns. Inside, a hanging spiral staircase (right), a masterpiece of design and craftsmanship, connects the basement and first floor. Built by precision wood-fitting and without nails, the staircase is generally accredited to a missionary priest during Territorial days.





The hayloader . . . bronzed beneath the sky of summer . . .

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