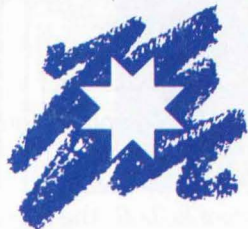


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A SHOWCASE OF IOWA TREASURES



The Time is Right
DISCOVER IOWA TREASURES

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Iowa's T

There are more things to see and do in Iowa than you ever imagined. And, time enough to do them.

It hasn't been proven that clocks tick slower in Iowa or that the sunshine lasts a little longer. But, there's that feeling.

Iowa is not like anyplace you've ever been. It's an undiscovered corner of your heart. To know it is to know yourself.

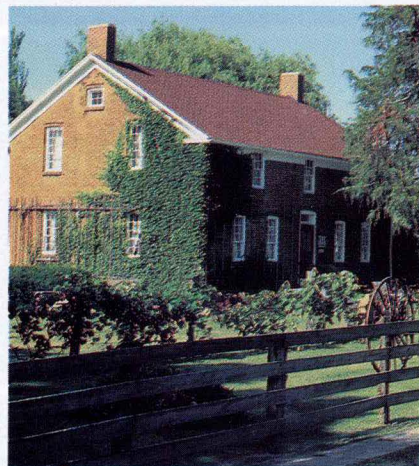
Come, explore! Discover real people. Real places. Real pleasures. And, real good times.

The Iowa treasures showcased here are followed by reference numbers. To receive more information, circle the reference number on the request card. To receive a free, 76-page color catalog of Iowa treasures, call **1-800-345-IOWA** and ask for your **Iowa Visitors Guide**.

The time is right. Right for discovery. And, Iowa's treasures are waiting for you...

Take a journey back in time to the *Amana Colonies* (1) — seven scenic villages where homespun, handmade products are the master craftsmen's mark of pride.

Tour the famous Amana woolen mills; take home sweaters and afghans. Listen to the



Village architecture, Amana Colonies. (1)

ticking in the clockmakers' shops; choose an heirloom-quality, handcrafted grandfather clock.

Browse in country stores where candy still comes in jars, candles are still hand-dipped, and antiques are still a bargain.

Tour wineries fragrant with the sun-kissed fruits of summer or lift stout steins in Amana's charming rathskellers. Then gather at family-style restaurants for generous German hospitality served by the platter.

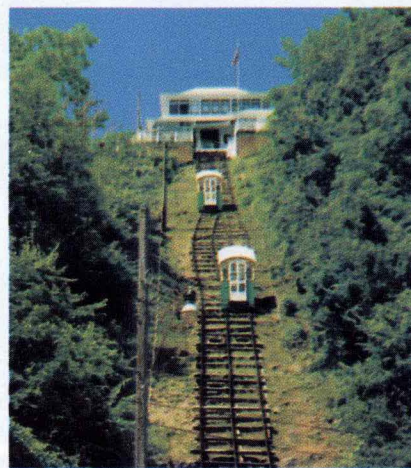
Come to *Dubuque* (2) and discover the treasures of this grand, historic rivertown.

Catch a trolley in the city dubbed "*San Francisco II*," ride the world's shortest, steepest railway, or make your way down



high, winding streets lined with Victorian-style rowhouses and treasure-laden antique shops.

Climb the bluffs that frame the Mississippi River in an autumn tapestry of color. Or, ski the "*Mississippi Mountains*" when winter dusts them with deep, downhill base and cross-country



Fenelon Place Elevator, Dubuque. (2)



Roberts River Rides, Dubuque and Bettendorf. (3)

powder.

Enjoy the romance of riverboat excursions or experience the fast-paced excitement of greyhound racing. All this and more in *Dubuque*.

Dine and dance the day away aboard the *Mississippi Belle II*, the



largest, most elegant paddle-wheeler on the upper Mississippi River. Or, catch the glories of spring and summer or the splendor of autumn on an unforgettable sightseeing excursion aboard the *Quad City Queen* or *Spirit of Dubuque*.

Whether you embark on a 100-mile, all-day cruise, come aboard for prime rib dinner or Sunday brunch, or book a special charter, you'll find *Roberts River Rides* (3) a sentimental journey reminiscent of Mark Twain.

Discover the fun of picking a winner when you pick *Dubuque Greyhound Park* (4).

Enjoy the action and thrills of greyhound racing at beautiful *Dubuque Greyhound Park*,



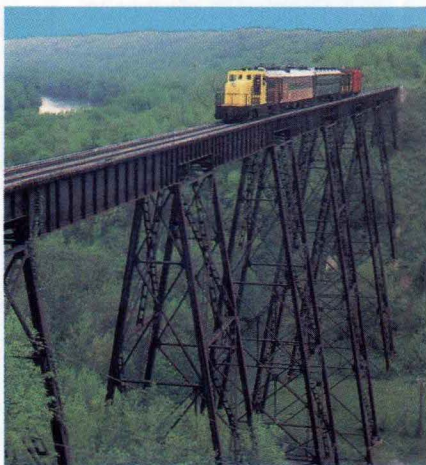
Races, Dubuque Greyhound Park. (4)

Treasures Are Waiting for

located on the scenic Mississippi River at the Illinois-Wisconsin border.

A good time's a sure bet with *win, place, show, quinella* and *trifecta* wagering, plus fine dining trackside in Winners Restaurant. The Park's season runs April 1 through November 5, with racing matinees and evenings.

Fans of America's fastest-growing sport also enjoy pari-mutuel play at Iowa's other greyhound tracks. Another track that draws the fans is a tie with



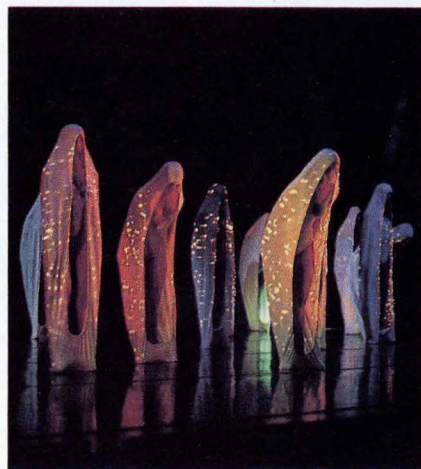
Boone & Scenic Valley Railroad, Boone. (5)

America's glorious railroad days.

Take a breathtaking ride across the highest train trestle in the country when you board the Boone & Scenic Valley Railroad (5). Ride through 14 miles of central Iowa's most beautiful river valley. Daily runs put you on the track to family fun.

Stop off in Boone for more "iron horse" history as you explore the equipment, engines and displays at the Iowa Railway Museum. Then, learn another kind of history lesson when you visit the birthplace of First Lady Mamie Eisenhower.

While you're in Iowa, visit



Dancers at Hancher, Iowa City. (6)

the birthplace and gravesite of Iowa's other White House resident, President Herbert Hoover. This West Branch attraction also includes one of only seven Presidential Libraries in the nation.

From West Branch, journey into an intriguing world of the performing arts. Destination: Iowa City (6).

Home of the University of Iowa and site of the first state capitol, Iowa City entertains the entire family with dance, music, theater and visual art. Feel the captivating power of great performances during the Iowa Festival, June 10-25, when the spotlight is on culture.

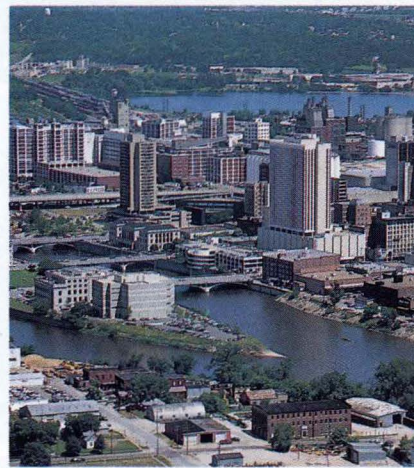
In addition to all the arts of Hancher Auditorium, Iowa City is



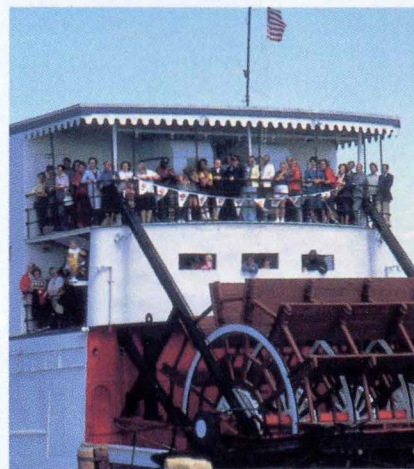
only minutes away from more of Iowa's most popular travel stops.

Make Cedar Rapids (7), the city of five seasons, your eastern Iowa headquarters for entertainment, lodging and shopping.

Iowa's second largest city hosts a year of annual festivals. Choose a week and celebrate



Cityscape, Cedar Rapids. (7)



Showboat, Clinton. (8)

with people who find time for life, in Cedar Rapids.

Visit beautiful Brucemore Estate, the colorful Czech Village and Museum or Pioneer Village and Farm. Take time out for Indian Creek Nature Center, the Science Station, and Cedar Valley Nature Trail.



You'll find all this and more to do in Cedar Rapids.

Climb aboard the flotilla of fun as Clinton (8) celebrates the Mississippi River all summer long. Watch the curtain rise on entertainment at the Showboat Theater, or catch the homerun action of the Clinton Giants baseball team.

You'll always have a good time in Clinton, but especially if you come during Riverboat Days, June 30 through a star-spangled Fourth of July, or for Riverfest, August 4-6.

Marvel at the engineering as Keokuk's Lock 19, the largest lock and dam on the Upper Mississippi, maneuvers ships to safer passage.



Lock 19, Keokuk. (9)

r You...

Relive historic moments of the Civil War at Keokuk's annual reenactment the last weekend in April. Witness Lincoln's assassination, attend a Civil War style military ball, and watch the Blue and Grey engage in dramatic combat.

Discover other facets of the past in scenic Keokuk (9). Explore the stories of Miller House and Riverboat Museum, and wonder at the untold tales in Iowa's only U.S. National Cemetery.

Pick your sport and cheer on your favorite athlete as 10,000



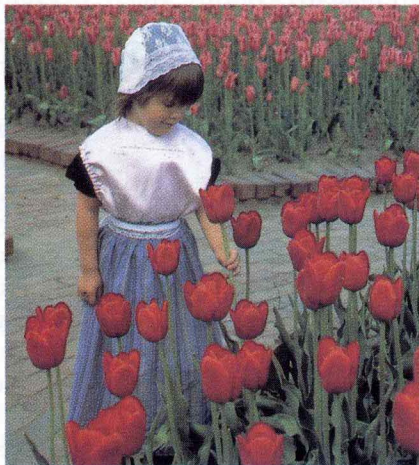
Iowa Games, Ames. (10)

amateurs compete at the Iowa Games each August in Ames (10).

This home of a world-class research university also knows how to entertain. The Iowa State Center offers an exceptional variety of entertainment options, ranging from Ozzy Osbourne to *La Traviata*, from *The Wizard of Oz* to *Brigadoon*.

Mark your calendar for annual events, including VEISHEA (May 4-6), *Midnight Madness* (July 7-8), and the Iowa Special Olympics (May 25-27), then mark your map for Ames.

While you're circling dates, plan a trip to "Holland" the sec-



Tulip Time, Pella. (11)

ond weekend in May; visit Pella (11) during Tulip Time.

"Tiptoe through the tulips" in parks with working windmills. Listen to the clatter of handmade wooden clogs on streets scrubbed clean with Pella pride. And, sample delicious Dutch Letters, the pastry of Pella.

Wonder at the city's animated, musical town clock. Tour historic homes and enjoy the hospitality of this authentic Dutch atmosphere. Then picture this as the boyhood home of the legendary western marshal, Wyatt Earp.

Davenport (12) will turn your head with all it has to offer. This Mississippi River city and its neighbors, Bettendorf and the Quad Cities, invite you to dis-



cover their natural beauty and cultural choices.

Cruise the big river, play the ponies, or stroll through galleries; paddlewheelers, harness races, and more than 20 museums entertain. Professional theater and music festivals of every note round out delightful days



Mississippi River, Davenport. (12)



Skyline, Des Moines. (13)

and nights in Davenport.

Discover a *New Style American City*; discover Des Moines! (13)

Iowa's capital city is synonymous with style. Convention centers, highrise hotels, sophisticated shops, romantic restaurants, and lively entertainment come under one, weatherproof

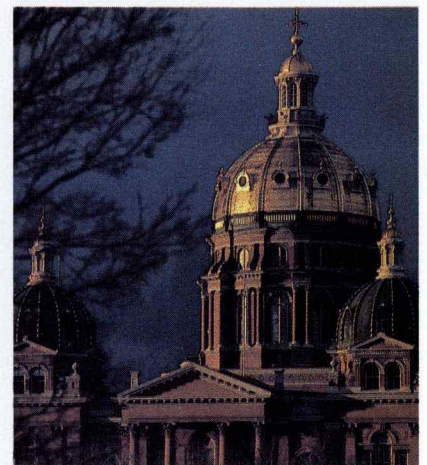


roof with Des Moines' network of Skywalk connections.

An endless array of sporting and cultural events, historic attractions, affordable accommodations, old-fashioned good times and festival fun make this city of rivers an ideal family vacation place.

Gear up for *fast times* in the city of golden domes, with the running of the *Greater Des Moines Grand Prix*, July 7-9.

Share the fun in nearby Altoona at the ever-popular, always new *Adventureland Park*. Then, come next door and discover "the best time around" during the triple season of fun on the run at *Prairie Meadows* horse track.



State Capitol, Des Moines.



Grand Prix, Des Moines. (14)



Adventureland, Altoona. (15)



Prairie Meadows, Altoona. (16)

Speed, style and skill rule the streets of Des Moines July 7-9 when the *Greater Des Moines Grand Prix (14)* revs up with four auto races, fun-filled events, fantastic food, auto expo...and a whole lot more.

Bring the family for the Fourth of July, stay for a week-long extravaganza of fun, and cross the finish line with the *Corvette Challenge* and *Mini-Pickup Race* on Saturday and the *Super Vee* and *Trans-Am* races, Sunday.

Send for advance sale tickets and be part of the checkered-flag fun when world-class racing roars into Des Moines this summer!

Catch the *Falling Star* — Adventureland's new sky-streaking ride — thrill to the twisting *Tornado* roller coaster, swing with the *Galleon's* crew, or ride the *Raging River*. All at exciting *Adventureland (15)*, where the fun and facilities sparkle.

Share the fun at one of the Midwest's largest amusement parks. More than 100 rides, spectacular shows (The dolphins are back!), and adjacent accommodations make Adventureland an all-in-one family playground.

Relax in tropical surroundings, just minutes away from Des Moines, at Adventureland's resort hotel or stay in comfort at the convenient full-service campground.

For fast times or relaxed times, your "best bet" is *Prairie Meadows (16)*. Whether you come to watch or to wager, you'll love every second of this spirited spectator sport.

Follow the race from the Grandstand, the climate-controlled Clubhouse or on closed-circuit monitors throughout Prairie Meadows. Enjoy fine dining, great lounges, special events, and more this exciting Inaugural Season.

Spring thoroughbred and quarter horse racing runs

March 1 - May 14. Summer harness racing runs May 26 - August 6. Fall thoroughbred racing runs August 17 - November 5.

Call 1-800-325-9015 or 1-515-967-1200 for more information about "the best time around."

Just when you think you know Iowa, there's more!

This land of exciting contrast promises good times at blue ribbon fairs and world-class summer opera. Here you'll feel just as much at home in star-lit village squares as in neon-bright metro centers. In Iowa, you can follow the flight of millions of migrating waterfowl along the Missouri River or trace the flight to freedom at an Underground Railroad station.

Whether you come for the weekend, a week or a while, you'll find something for everyone and time for each other. In Iowa.

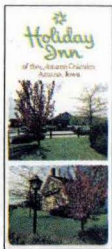
As you travel, make your first stop one of Iowa's 17 *Welcome Centers*. Refresh and relax in settings ranging from picnic parks to historic landmarks. Ask the friendly, reliable hosts about area attractions, events, lodging and restaurants. And, pick up *free* brochures and maps of Iowa.

Or, if you prefer more information in advance, call 1-800-345-IOWA for your *free Visitors Guide*, a colorful 76-page catalog of Iowa treasures.

For more information on the Iowa treasures showcased here, use the attached request card.

Circle the numbers of those attractions about which you would like to know more. Fill in your name, address and phone number, and return the card to **Bureau of Tourism & Visitors, Iowa Department of Economic Development**, P. O. Box 7028, Des Moines, Iowa 50309.





The **Amana Holiday Inn** is a wholesome atmosphere in which to experience the traditions and spirit of the Amana Colonies. Share our heritage of hospitality. 1 (800) 633-9244. (17)



Relax in America's heartland; stay in some of **Iowa's best "bed and breakfasts."** Potpourri of brochures selected by Iowa innkeepers. (18)



Weekend in **Burlington/SE Iowa.** Experience life on **Grandpa Bill's Farm** and visit the Country Barn Theater. Iowa's *Outstanding Tourism Services Award winner!*

10 miles north of Burlington on the Mississippi. (19)



Central Iowa is Tulip Time; an antique carousel; covered bridges; botanical, art and science centers; sprint car, hot air balloon and horse races; world-class opera, symphony, ballet; and more. (20)



Eastern Iowa surprises: rolling hills, swift rivers, rugged vistas and picturesque caves; the Amana Colonies; Mississippi cruises; greyhound racing; children's museum; dinner

train excursions; historic villages; and more. (21)



Experience the past at the **Fort Museum and Frontier Village** in Fort Dodge. Housed in a replica 1862 fort, the museum contains one of the Midwest's finest collections of Native American, military and pioneer artifacts. (22)



Through October, "Over There" is on I-80 at West Branch. The **Hoover Presidential Library's** exhibit on World War I includes a walk-through trench, a German Fokker biplane and paintings by Hitler and Churchill. (23)

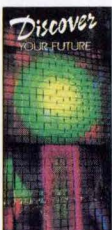


The **Iowa Department of Natural Resources** guide to more than 80 state parks. Mushrooming, fishing, nature interpretation, scenic vistas, camping and more. (24)



The **Iowa State Fair**, is now 12 days long! Headliner shows, colorful ag/livestock competition, free entertainment, midway, displays, contests. 160-acre campgrounds. An "old-fashioned

good time." Aug 16-27 in Des Moines. (25)



Explore yesterday, today and tomorrow at the **Iowa State Historical Building.** Interactive exhibits and genealogical and historical research library. Gift shop and restaurant. 600 East Locust. Des Moines. (26)



Plan a tasting trip. **Iowa wines and beers** offer exceptional quality and rare character. Taste delights at family-owned wineries. Or, sample palate-pleasing beers at Iowa's breweries. (27)



Sculpted by the Mississippi River, **Jackson County** is "simply beautiful." Restored old mills, a score of parks and National Register historic sites showcase the county's rugged beauty. (28)



Mason City Home of the Annual North Iowa Band Festival; MacNider Museum of American Art; Kinney Pioneer Museum; Lime Creek Nature Center; 9-county

North Iowa Fair; and Van Horn's Antique Truck Museum. (29)



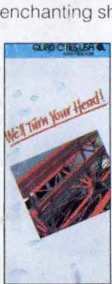
Midwest Old Threshers Reunion, Mt. Pleasant, Aug 31-Sept 4. See 100 operating steam engines, antique cars and tractors, gas engines, steam trains, electric trolleys, farm exhibits, and craft show (30)



Discover the heart of the Amana Colonies at **Ox Yoke Inn Restaurant and Bakery.** Nationally recognized, award-winning German and American cooking. Museum and gift shop. (31)



McGregor, possesses yesterday's nostalgia and nature's captivating charm. On the Mississippi, picturesque McGregor offers unlimited history, year-round recreation and



enchanting shops. (32)

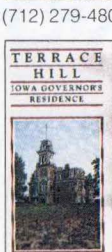
Quad Cities, U.S.A. — located along the banks of the Mississippi River. Enjoy scenic riverboat cruises, professional theater, harness racing, museums and fun-filled festivals. (33)



From antiques to home cooking, **REAL America** awaits when you jog off I-80 to visit the Amana Colonies, Kalona's Amish farmsteads, Hoover Presidential Library and historic Iowa City-Coralville. (34)

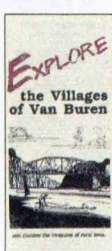


"On the shoreline of the prairie" describes **Sioux City**, by the Missouri River. Sergeant Floyd Monument recalls the Lewis and Clark Expedition. Annual RiverCade Festival, July 23-30.

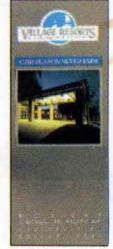


(712) 279-4800. (35)

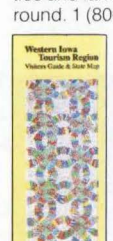
Terrace Hill, Governor's Mansion and the state's premier historic site, authentically restored. Free tours, Mar-Dec. Mon-Thu, 10-2 and Sun 1-5. (36)



The **Villages of Van Buren** are nestled along the Des Moines River with trails winding through 10,000 acres of woodlands and historic landmarks from riverboat era. Antiques, crafts, and more. (37)



Luxurious **Village Resorts and Conference Centers** on beautiful Lake Okoboji. Exclusive accommodations, elegant dining, breathtaking surroundings, shopping, meeting facilities and family activities year-round. 1 (800) 831-3547. (38)



Western Iowa's best includes greyhound racing, pioneer museums, planetariums, historical villages, national wildlife refuge, championship rodeo, Iowa Great Lakes, scenic hills, and grotto of gems. (39)

Bortell's Ranch Summer Camp The Midwest's most complete summer camp for boys and girls 8-16. Ride, swim, canoe, Tae Kwon Do, crafts. Family atmosphere, home-cooked meals. Transport from planes/buses. R.R. 1, Box 103, St. Charles, IA 50240. (515) 396-2414, (515) 396-2626.

Cedar Valley Communities Discover the Star Clipper Dinner Train, Waterloo Greyhound Park, UNI-Dome, Sullivan Convention Center, Cedar Valley Nature Trail, Ice House Museum, Grout Museum, George Wyth State Park. Cedar Falls Tourism Bureau, (319) 266-3593 or Waterloo Convention & Visitors Bureau, (319) 233-8431.

Clear Lake All Four Seasons of Fun. 3,600 acres of fun. Enjoy two state parks, water sports, summer activities and events. Winter ice fishing, cross-country skiing and snowmobiling. Clear Lake Chamber, Box 188, Clear Lake, IA 50428. (515) 357-2159.

Czech Museum / Cedar Rapids The largest collection of Czech costumes in the United States. Open Tue-Sat 10-4. Czech Village includes shops, restaurants, bakery, and meat markets. Festivals: May 20-21, Sept 9-10. 10 16th Ave. S.W., Cedar Rapids, IA 52404. (319) 362-8500.

The Children's Museum Hop down a rabbit hole, star on KIDS-TV, explore a 1915 farm kitchen, take apart real machines, investigate bubbles. *Top Tourism Attraction Award for 1988.* Hands-on family fun and learning. 533 16th St., Bettendorf, IA 52722. (319) 344-4106. Tue-Sat 11-4:30, Sun 1-4:30.

Danish Windmill Old World traditions and Danish hospitality. Climb the 60-foot windmill. Danish gift shop. Historical stops, unique shops, lodging and camping in Elk Horn. I-80, Exit 54, 7 miles north. (712) 764-7472.

Davis County Enjoy quiet beauty, quaint *Old Order* Amish shops, antique stores, down-home friendliness. Explore National Historic Register sites and P. Buckley Moss country. Relax at Lake Wapello State Park. Davis County Tourism, Box 125, Bloomfield, IA 52537. (515) 664-1104.

Decorah Area Enjoy our scenic rivers and plentiful parks. Celebrate Nordic Fest in July with food, music, arts and dancing, or visit Vesterheim Norwegian-American museum all year. Decorah Area Chamber of Commerce, 102 E. Water St., Decorah, IA 52101. (319) 382-3990.

Fillenwath Beach AAA lakeside resort. 92 AC units with TV, phones, kitchens, and maid service. Enjoy free skiing, sailing, cruiser rides, pools, tennis, and more. West Lake Okoboji, Arnolds Park. (712) 332-5646.

Guest House Motor Motel / Amana In the heart of historic Amana. Within easy walking distance of bakeries, wineries, furniture shops, antique shops, the brewery, woolen mill and 5 major restaurants. May-Oct, live theater. Free HBO, 38 rooms. (319) 622-3599.

Guttenberg Enjoy our parks, people, shops. Walk National Register Historic District, bicycle, eagle watch, rent a fishing boat, tour the lock and dam. Guttenberg Civic and Commerce Club, P.O. Box 536, Guttenberg, IA 52052.

Heartland Bicycle Tours Peaceful backroads by day... cozy country inns by night. Amana Colonies, paddle-wheelers, Murder Mystery weekends, Amish farm dinner. Experienced leaders and support van. 2-4 day tours, May-Oct. Heartland Bicycle Tours, Dept. T, 1 Orchard Circle, Washington, IA 52353. (319) 653-2277.

Indianola National Balloon Classic/Museum 200 hot air balloons soar in daily mass ascensions at the National Balloon Classic Aug 4-13. New National Balloon Museum. Chamber of Commerce, 515 N Jefferson, Suite D, Indianola, IA 50125. (515) 961-6269.

MASH Reunion 1989 M*A*S*H enthusiasts report to Radar O'Reilly's hometown, July 28-30. Authentic MASH compound in Ottumwa features entertainment, special guests, tributes to Korean War veterans. (515) 682-3465.

Muscatine Architecture charms visitors. Stroll through art galleries; tour working farm; shop for antiques, handmade gifts or Muscatine melons; delight in fair or festival; or, savor a sunset on the Mississippi. TOURISM, P.O. Box 297, Muscatine, IA 52761.

Octagon Center for the Arts Celebrate year-long festival, exploring traditional and contemporary crafts from Iowa and the world. Gallery crafts from India and Kuna Folk Art. Art center shop features Midwestern pottery and jewelry. Fifth and Douglas. Ames. (515) 664-1104.

Stouffer Five Seasons Hotel In the heart of downtown Cedar Rapids. AAA Four-Diamond Rating. Variety of packages. Enjoy shopping and entertainment via skywalk. Adjacent to the Five Seasons Center. Exit 20-B off I-380. (319) 363-8161 or 1 (800) HOTELS-1.

Sturgis Falls Celebration XIV — June 23-25 A "Slice of Summer" in Cedar Falls — parade, talent show, carnival, antique show, street fair, music including jazz, country and rock, and free entertainment. P.O. Box 746, Cedar Falls, IA 50613 (319) 291-8909.

Valley Junction Spend a day shopping in historic Valley Junction with more than 100 antique and specialty shops and restaurants. Exit 63rd St. off I-235 and follow the signs to 5th St. in West Des Moines, IA.

Walnut Grove Pioneer Village 1830-1930 — Old St. Ann's Church, school, log cabins, depot, caboose and engine, implement building, carpenter shop, blacksmith shop, firehouse, telephone office, barber shop, general store and bank. Scott County Park, R.R. Long Grove, IA. (319) 381-1114.

Winterset / Madison County Enjoy Madison County's Annual Covered Bridge Festival! The second full weekend in Oct. Visit John Wayne's birthplace. Tour historical 1876 courthouse. Winterset Chamber of Commerce, Box 55, Winterset, IA 50273. (515) 462-1185, or (515) 462-1044.

Zuber's Restaurant Established in 1949 by former NY Yankee pitcher. Authentic Amana family-style recipes. Celebrity and sports gallery, baseball memorabilia. Nature trails, Indian mounds and prehistoric fish dam. Box 100, Homestead (an Amana village), IA 52236. (319) 622-3911.

Bily Clock Exhibit Spillville, IA 52168. (319) 562-3567.

Orange City Tulip Festival Box 36, Orange City, IA 51041. (712) 737-4510.

Southfork Resort and Marina R.R. 1, Mystic, IA 52574. (515) 647-2625.