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Iowa news bulletin : Iowa Development Commission (1954)

IOWA
NEWS

BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg.,

EFFECTIVE WITH THIS ISSUE, BEARING OUR NEW MASTHEAD, THE COMMISSION'S NEWS BULLETIN PUBLISHED SEMI-MONTHLY, WILL APPEAR REGULARLY EACH WEEK FOR DISTRIBUTION TO NEWS AND TELEVISION STATIONS AND VARIOUS OTHER COMMUNICATIVE MEDIA THROUGHOUT THE STATE.

FOR RELEASE on May 18, 1954:

FISHING TACKLE FIRM SOLD ON IOWA'S ADVANTAGES, HOOK, LINE, AND SINKER

Following nearly 50 years of operation in Indiana, one of the world's largest manufacturers of fishing equipment has discontinued its South Bend plant in favor of directing all production from its former branch plants in Maquoketa and Spencer, the Iowa Development Commission has announced.

The Fishing Tackle Company of America, a subsidiary of the South Bend Bait Company, was established in Maquoketa in 1945 and will provide increased employment opportunities for the local community, according to Clayton Whisman, vice-president and general manager of the plant.

He asserted that the company's modern plant, constructed in 1947, "will readily and easily adapt itself to the new component parts to be manufactured in Maquoketa."

The Maquoketa and Spencer factories will absorb all of the company's production, with June 1 set as the date for the new manufacturing schedule to go into effect. Whisman explained that ceasing the Indiana home office plant will permit full-time operations at the Maquoketa plant, which has been functioning under capacity "for some time."

The wide assortment of rods, reels, lines, and lures manufactured by the firm are internationally distributed and nationally advertised.

INCREASE IN IOWA CROP RECEIPTS GREATEST IN NATION DURING 1953

Among those 20 states where crop receipts in 1953 increased from the previous year, Iowa's increase of 32 per cent ranked as the largest in the nation, with a total of nearly \$450 million, according to the Iowa Development Commission.

The stability of Iowa's agricultural economy and its consistent year 'round market, is clearly demonstrated by the national ranking of states on the basis of total cash receipts from farm marketings, as disclosed in figures released by the U. S. Department of Agriculture.

Since 1949, Iowa has ranked second in the nation in total cash receipts, with California first, Texas third, and Illinois fourth. Last year, Iowa farmers received total cash receipts of \$2.3 billion, a 2 per cent increase over the 1952 total, while the other three ranking states all showed declines from 5 to 10 per cent.

Only 11 states gained in total cash receipts during 1953, with decreases from 1 per cent to 20 per cent among the remaining states.

FOR RELEASE on May 25, 1954:

PRODUCTS FROM IOWA'S SEVEN GIANT
GYPSUM MINES DWARF CARDIFF GIANT

A variety of products, ranging from dental plasters to building cement, have replaced the Cardiff giant in Iowa's seven giant gypsum mines, the Iowa Development Commission reports.

During 1952, Iowa ranked third in the nation in the value of crude gypsum mined, with a total of \$2,797,704. Michigan mines were rated first in value of gypsum mined, with New York second in the nation.

Iowa ranked fourth among states in production of gypsum, with 1.2 tons, in 1952, preceded by Michigan, California, and New York.

Products made from domestic, imported, and by-product crude gypsum in the United States, include agricultural gypsum, color manufacture, and industrial uses such as plate glass and terra-cotta plasters, pottery plasters, orthopedic and dental plasters, statuary, and granite polishing.

Prefabricated uses of gypsum are demonstrated in lath, wallboard and laminated board, sheathing board, and tile, according to the Bureau of Mines of the U.S. Department of the Interior.

A total of 1,271,106 tons of gypsum were produced by Iowa's seven largest mines, last year, with a total of 1,351,106 tons produced. These firms, located near Fort Dodge, employed 137 of the 149 total number of employees engaged in the production of gypsum throughout Iowa, in 1953.

MARCH EMPLOYMENT IN IOWA
RANKS HIGH AMONG STATES

Only seven states reported less unemployment than Iowa during the selected week of average monthly covered employment in March, the Iowa Development Commission notes.

With only 4.4 per cent unemployment in Iowa during that period, as compared to the national average of 6.0 unemployment, figures released by the U. S. Department of Labor disclose that Iowa's employment scene was surpassed by only seven states, including Connecticut, Delaware, Florida, Kansas, Maryland, Texas, and Virginia.

Colorado tied with Iowa in reporting 4.4 per cent unemployment.

While the national average remained at 6.0 per cent during February and March of this year, Iowa's unemployment figure decreased from 4.6 per cent in February to 4.4 per cent in March.

Other states showed unemployment of over 10 or 11 per cent during both months compared.

While the national average remained at 6.0 per cent during February and March of this year, Iowa's unemployment figure decreased from 4.6 per cent in February to 4.1 per cent in March.

Other states showed unemployment of over 10 or 11 per cent during both months compared.

FOR RELEASE on June 1, 1954:

IOWA RANKS EIGHTH AMONG STATES IN INCREASE
OF VALUE ADDED BY MANUFACTURE SINCE 1947

Iowa ranks eighth among the forty-eight states in the increase of value added by manufacture from 1947 to 1952, the Iowa Development Commission has announced.

With an increase of 65 per cent in the value added by manufacture during this period, Iowa's manufacturing growth was exceeded only by Texas, California, Florida, Vermont, Delaware, Kansas, and Utah, according to figures released by the National Industrial Conference Board.

Value added by manufacture is that part of the product created in the process of manufacturing. It is determined by subtracting from the total value of the product the cost of materials, supplies, containers, fuel, purchased electric energy, and contract work.

Iowa's value added by manufacture totalled \$671 million in 1947, an increase of 75 per cent over the 1939 total, as disclosed by the U. S. Census of Manufactures.

In 1939, the total value added by manufacture in Iowa was nearly \$245 million, as compared to the state's 1952 total value added by manufacture of about \$1.113 billion, an increase of 256 per cent!

MISS UNIVERSE CONTEST AT
IOWA GREAT LAKES CROWNS
JUNE RECREATIONAL EVENTS

Beauty, charm, poise, and personality, representing local communities from throughout the state, will be displayed at the annual Miss Universe competition scheduled at the Iowa Great Lakes, June 27, the Iowa Development Commission reports.

Darlow Oleson, director of the contest, has announced that the Iowa girl selected will compete with all foreign entries for the title of Miss Universe, at Long Beach, California, July 15-25.

Other Iowa events this month include the Rose Festival at New Sharon and the Iris Festival at Mount Pleasant, on June 5.

In addition, Waterloo will celebrate its centennial, June 20-26, while a 75th year anniversary celebration is scheduled for Ruthven, on June 15.

The Okoboji Yacht Club at Arnolds Park on Spirit Lake, will open its 1954 season on June 15, while the annual conferences of the 4-H girls and boys will be held in Ames on June 16-19 and June 21-24 respectively.

Mason City will be host to the annual North Iowa Band Festival, on June 8, with 35,000 expected to attend.



BULLETIN

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FOR RELEASE on June 8, 1954:

IOWANS BEEF ABOUT STATES HOGGING SPOTLIGHT OF AGRICULTURAL RICHES

Iowans have every reason to beef about other states hogging the spotlight of Iowa's agricultural riches, through such representations as Virginia ham, New York cuts, and Kansas City steak, etc., the Iowa Development Commission, which has been engaged in industrial and agricultural promotion since 1945, remarks, especially when no other state comes within hailing distance of Iowa's total meat and livestock production.

For instance, Iowa again lead the nation in the number of hogs slaughtered, last year, with a total of nearly 11 million head accounting for about 16 per cent of the U. S. total of nearly 67 million head slaughtered. With Illinois and Minnesota ranking second and third among states, with about 6 million and 5 million hogs slaughtered in 1953 respectively, Virginia ranked 19th in the nation, with only a little over 1 million hogs slaughtered.

In addition, neither Kansas City nor New York seem to compare favorably with Iowa in the number of cattle slaughtered last year. Iowa ranked third among states with 1.8 million head slaughtered or about 8 per cent of the U. S. total of well over 23 million head of cattle slaughtered.

INDUSTRIALISTS CAN BANK ON IOWA'S SOUND BANKING SYSTEM

Industrialists can bank on Iowa's sound and conservative banking system, the Iowa Development Commission states. Iowa's financial facilities are keeping pace with the growing demands of growing industry.

The business, industrial, and agricultural requirements of Iowa are presently served by a total of 664 banks well distributed throughout the state.

The total assets of the state's 559 state banks, 96 national banks, and 9 private banks, on December 31, 1953, were \$2,853,379,000, placing Iowa among the top fifteen states in the amount of assets. In addition, Iowa ranks 6th in the nation in the number of existing banks to serve the state's expanding agricultural and industrial economy, according to figures released by the Federal Deposit Insurance Corporation.

While the total assets of all operating banks in the nation rose 3 per cent during 1953, the percentage increase in total assets of Iowa banks was approximately 6.3 per cent. Only four other states exceeded Iowa's percentage of increase in total assets from December 31, 1952, to December 31, 1953.

FOR RELEASE on June 15, 1954:

IOWA LEADS THE NATION'S TOP 200
COUNTIES IN CASH FARM INCOME

A total of 35 Iowa counties dominate the ranking of 200 counties which lead the nation in gross cash income from farming, the Iowa Development Commission reports.

While more Iowa counties were represented in the 1953 estimates than any other state, as disclosed in the May 10th "Survey of Buying Power," published by Sales Management magazine, California accounted for only 30 of the nation's 200 leading counties in gross cash farm income.

Of Iowa's 35 counties listed, the top ten in gross cash farm income included Pottawattamie, Sioux, Plymouth, Clinton, Kossuth, Woodbury, Cherokee, Cedar, Benton, and Tama.

It is interesting to note that many of Iowa's counties, such as Clinton, Woodbury, Linn, and Black Hawk, share both agricultural and industrial eminence throughout the nation, which has more than 3,000 counties among the 48 states.

Seven of those 18 Iowa counties having more than 1,000 industrial workers, are also among the 200 counties which lead the nation in farm income.

In addition, eight Iowa counties containing more than 5,000 manufacturing employees also contain more than 10 per cent of the state's farming.

IOWANS EMPLOYED IN IOWA MANUFACTURING
BRING HOME MORE BACON FROM IOWA FARMS

Over 172,000 Iowans employed in manufacturing set in motion a total of \$637 million of business activity throughout the state, last year, according to the Iowa Development Commission.

Figures released by the Bureau of Labor Statistics of the U. S. Department of Commerce, indicate that the average weekly salary and wage paid to Iowans during 1953, was \$70.

In 1952, there were 159,732 Iowans employed in manufacturing, with a total payroll of nearly \$595 million of business activity, according to the Annual Survey of Manufacturers.

This increasing manufacturing employment and payrolls in Iowa contributes substantially to the buying power and increased demand for farm products. The volume of business activity is increased by an average turnover of each payroll dollar of $2\frac{1}{2}$ - 3 times before it leaves a community.



BULLETIN

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FOR RELEASE on June 22, 1954:

IOWA'S INDUSTRIAL POTENTIAL RANKS HIGH IN NATION'S MAJOR INDUSTRIES

Iowa counties rank among the top 100 counties throughout the nation in ten of the twenty major industry groups showing the industrial potential as based on 1953 employment and value added by manufacture, the Iowa Development Commission has announced.

According to the current May "Survey of Buying Power," published by Sales Management magazine, Iowa counties appear twenty times in the ranking industrial potential for ten Iowa industry groups estimating their 100 leading counties from coast to coast.

Black Hawk county ranks among the nation's top 100 counties in manufacture of food and kindred products and, along with Scott, Linn, Polk, and Jasper counties, is included in the nation's leading counties in manufacture of machinery.

Polk county is listed among the top 100 counties in the U. S. both in the printing and publishing trade and in the manufacture of chemicals, and, with Lee county, is also prominent in the production of rubber products throughout the country.

Lumber and products (except furniture) lists Dubuque among the top 100 U. S. counties, while Webster county is included in the leading counties manufacturing stone, clay, and glass products.

Linn and Woodbury counties both rank in the manufacture of electrical machinery, and are joined by Wapello and Polk counties in the production of food products. Scott and Marshall counties are named among the nation's 100 top counties in the manufacture of instruments and related products.

IOWA LEADS THE NATION IN CASH RECEIPTS FROM FARM MARKETINGS

Iowa again leads the nation in cash receipts from farm marketings, the Iowa Development Commission reports.

Figures released by the Agricultural Marketing Service of the U. S. Department of Agriculture disclose a total of more than \$811 million cash receipts during January-April, 1954, an increase of 4.5 per cent over the \$776 million received during the same period in 1953.

Illinois ranked second, with about \$634 million, with California third, having \$556 million in cash receipts from farm marketings. Texas was fourth with \$440, and Minnesota fifth, with about \$429 million.

FOR RELEASE on June 29, 1954:

IOWA MARKET 16TH AMONG
STATES IN RETAIL SALES

Iowa's total retail sales of well over \$3 billion, last year, provided a flourishing market which ranked 16th among the 48 states, the Iowa Development Commission reports.

This estimate, published in the current "Survey of Buying Power" from Sales Management magazine, constituted about 1.8 per cent of the total U. S. retail sales during 1953.

In addition, it was estimated that Iowa families have an effective buying income of \$4,873 after taxes, while the per capita buying power in Iowa was reported as \$1,523.

Iowa ranks 18th in the nation in quality index rating of 102, as compared with the national average of 98, and is renowned as the world's best market for modern home equipment and farm machinery. In 1953, the Iowa farmer enjoyed an average gross income per farm of \$11,000.

IOWA RAIL NETWORK ATTRACTS
INDUSTRY ON THE RIGHT TRACK

Industry is on the right track when it considers Iowa's impressive network of railroads as a vital advantage in transportation economy, the Iowa Development Commission states.

There are 194 towns located in 78 of Iowa's 99 counties served by two or more railroads and providing efficient transportation for raw materials and products which require national distribution.

With increasing freight rates, shorter hauls are an important factor in lowering the unit cost of distribution, and industries are establishing branch plants near their markets to minimize transportation costs on raw materials and finished products.

James R. Allen, manager of International Harvester Company's industrial engineering and construction department, has stated that "the ideal plant site should be served by at least two railroads. You get better service and better rates," he says.

Iowa can consistently proclaim the advantage of its central geographic location favorable to any manufacturer who has need of national distribution for his products. Twelve major railroad systems serve Iowa over a network of 8,584 miles of rails, placing the state fourth in the nation in railroad mileage. No point in Iowa is more than 13.6 miles from a railroad.

FOR RELEASE on July 6th, 1954:

MACHINE TOOLS FROM 260 IOWA PLANTS
INCREASE STATE INDUSTRIAL CAPACITY

A total of 260 Iowa metal industries provide increased output of machine tools for the entire state, the Iowa Development Commission reports.

These companies in Iowa produce such equipment as ordnance and accessories, furniture and fixtures, primary metals, fabricated metals, machinery, electrical machinery, transportation equipment, instruments and related products, and miscellaneous manufactures. Fourteen plants each employ more than 1,000 workers.

Fifteen plants employ between 500 and 1,000 men, while 23 such industries have between 250 and 500 employees. Sixty-four manufacturers of machine tools employ between 100 and 250 men, 63 plants employ between 50 and 100, and 81 companies each report employment of 20 to 50, according to figures released by Steel magazine.

The production of machine tools by Iowa's metal industries serves to increase the output of finished products by each worker, thus adding greater wealth and prosperity to the state's economy, through higher wages and better standards of living.

IOWA FARMS DOMINATE U. S.
IN CROP PRODUCTION RECORD

Corn, oats, soybeans, hay, red clover seed, popcorn, and timothy seed from Iowa farms dominated the nation's crop production record, last year, according to the Iowa Development Commission.

As usual, Iowa ranked first in the nation in the value and production of corn with a total yield of over 581 million bushels and valued at more than \$871 million, Illinois ranked second and Minnesota third in the value of production of corn, as reported by the U. S. Department of Agriculture.

The value of Iowa's oats crop during 1953 also lead the nation and constituted nearly \$116 million, with Minnesota second. Total production of soybeans found Iowa third among the forty-eight states, with over 34 million bushels, while Iowa ranked fourth in the nation in the value of hay production, with nearly \$120 million.

Iowa ranked fifth in value of the red clover seed crop, last year, with a total of nearly \$2 million, while in popcorn production, Iowa ranked second in the U. S., with a market value of over \$1½ million.

Iowa again ranked first in production of timothy seed in 1953, with over 8 million pounds, having a value of more than \$1 million.

FOR RELEASE on July 13th, 1954:

IOWA FOURTH AMONG STATES
IN EMPLOYMENT DURING MAY

Iowa ranked fourth among the forty-eight states in the percentage of employed workers during the month of May, 1954, according to the Iowa Development Commission.

With an insured unemployment of only 2.8 per cent, as compared with the national average of 5.8 per cent, during the same period, Iowa's volume of unemployment among covered workers decreased by 1.8 per cent from the February month's average of 4.6 per cent, while the national average during February was reported as 6 per cent by the U. S. Department of Labor.

The seasonal spring decline in insured unemployment constitutes a clear trend toward market security and industrial stability throughout Iowa, with an insured unemployment of 4.4 per cent reported during March of this year, as compared with the national average of 6.0 per cent, and an insured unemployment of 4.6 per cent the previous month, as compared with a similar national average.

During May, only Texas, Nebraska, and South Dakota disclosed more favorable insured unemployment decreases than Iowa.

IOWA FOREMOST IN SLAUGHTER OF
CATTLE, HOGS, SHEEP AND LAMBS

Iowa again made the number slaughtered and total live weight of cattle, hogs, sheep and lambs, seem as simple as 1-2-3, as the state placed first in the nation in the slaughter of hogs, second in sheep and lamb slaughter, and third in cattle slaughter, the Iowa Development Commission reports.

During the period from January through May of this year, the total Iowa hog slaughter constituted more than one billion pounds, with well over 4 million head slaughtered, according to figures released by the Agricultural Marketing Service of the U. S. Department of Agriculture.

In addition, Iowa ranked second in the nation in sheep and lamb slaughter, with nearly 700,000 head slaughtered for a total live weight of more than 71 million pounds. California lead the states in sheep and lamb slaughter, with New York third.

With a total of 769,000 head of cattle slaughtered during the five-month period, as well as over 757 million pounds total live weight, Iowa placed third among states in cattle slaughter, with California first and Illinois second.



IOWA NEWS BULLETIN

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FOR RELEASE on July 20th, 1954:

GOVERNOR'S DAY HIGHLIGHTS SUMMER FESTIVITIES IN IOWA

The annual Governor's Day celebration at Clear Lake will highlight Iowa's summer recreational festivities, the Iowa Development Commission reports.

State officials, legislators and special guests will attend this stage and water show, venetian nights parade, and the Miss Iowa pageant, beauty contest, and coronation ball, on July 31 and August 1, according to the Clear Lake Chamber of Commerce.

In addition, the cities of Shell Rock and Durant both will observe their centennials during the month of July, while the Centennial and Old Settlers Picnic will be held at Sergeant Bluff on August 19-20.

The South Iowa Fair will be held in Oskaloosa, August 2-7, and the North Iowa Fair is scheduled for August 10-15 at Mason City. At Cedar Rapids, the All-Iowa Fair will be held August 15-22. In addition to the Mississippi Valley Fair at Davenport, August will feature numerous county fairs throughout the state.

Coronation of a hobo king and queen, mulligan stew, and a stage show will be included in the Hobo Day and National Hobo Convention at Britt, during the same month.

IOWA'S GRACIOUS COUNTRYSIDE ABOUNDS WITH VISITORS FROM AROUND THE WORLD

The Iowa Development Commission was not surprised when it opened a letter bearing a British postmark and examined the request of an 11-year-old girl for information concerning the State of Iowa and concluded with the remark, "Mummy and Daddy think the British and American people should know each other better."

From January 1 to July 15th of this year, over 19,000 requests for information about the state have been received by the commission, as compared to about 18,700 during the same period last year.

The daily mail often represents such nations as Canada, Great Britain, Spain, Mexico, Portugal, Argentina, Japan, and Australia, while the greatest number of domestic requests for travel information comes from California, Pennsylvania, New York, Illinois, and Washington.

Of those more than 19,000 inquiries since the first of the year, some 2,000 plus have concerned tourist attractions and accommodations throughout the state, with nearly 1,500 requests for travel information having been received since April 1st.

IOWA NEWS BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg., Des Moines, Iowa

FOR RELEASE on July 27th, 1954:

AFTER 100 YEARS, 4 BILLION BUSHELS OF CORN PROCESSED

Somewhat more than a hundred years ago, a historic bushel of corn was bought, delivered to a primitive mill, and put through a newly developed process for making starch, the Iowa Development Commission reports.

The "grinding" of that bushel could be considered the beginning of the American corn-refining industry. However, one day last week another historic bushel was processed by a modern corn-refining plant. This bushel was the 4-billionth to be taken through the mechanical steps which produce many things essential to present-day life.

This figure is particularly significant in Iowa, the first state in the union to produce a billion dollar corn crop, in 1952, and an excellent indication of the enormity of the state's and nation's foremost grain product.

Four billion bushels of corn would fill enough boxcars to make a train nearly 20,000 miles long, which would reach across the nation seven times. On the basis of average yields per acre, a cornfield of 140,000 square miles--more than the area of Ohio, Indiana, and Illinois combined--would be needed to grow 4 billion bushels, according to the Corn Industries Research Foundation, Inc.

Among the products made through conversion of corn are such items as starch, soap, salad dressing, plastics, synthetic fabrics, as well as processes contributing to the production of penicillin and various antibiotics.

FAMILIES IN IOWA CAN BRING HOME THE BACON

When the bread-winners get together in an Iowa home, the bacon they have brought with them reflects a superior standard of living for the family, the Iowa Development Commission states.

Of the 686,785 families throughout the state, 18.4% earned incomes in excess of \$5,000, while the median family income of Iowans is \$3,063.

The median family income is that dividing point where there are as many families receiving a lower income as there are those receiving a larger income.

In addition, 27% of Iowa's families receive less than \$2,000 annual income, and 42% receive from \$2,000 to \$4,000. Nearly 20% of the families in Iowa earned \$4,000 to \$6,000 annual income, and over 11% of the families in the state enjoyed incomes of \$6,000 to more than \$10,000 per year.



BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg., Des Moines, Iowa

FOR RELEASE on August 3rd, 1954:

CHEMICAL INDUSTRY TOTALS NEARLY 400 PLANTS IN IOWA

Everything from rat poison and foot remedy to vitamin pills and fertilizer are being produced by nearly 400 Iowa firms engaged in the processing of chemicals and allied products, the Iowa Development Commission reports.

In 1951, there were 5,875 persons employed in chemical industries throughout the state, with a "value added" by manufacture of chemical and allied products over \$71 million. A total of 370 chemical processing companies were recorded as having plants in Iowa during that same year, with preparation of such products as animal and vegetable oils and fats; inorganic and organic chemicals; drugs, medicines, and botanical products; fertilizers; paints and varnishes; and soaps, cleaning and polishing preparations.

In addition, a number of miscellaneous products reported include cosmetics, perfumes, and toilet preparations; compressed and liquified gases; insecticides and fungicides; rodent and roach poisons; disinfectants, agricultural chemicals, weed killers, and even spray deodorants.

Nearly 50 new chemical plants have come to Iowa since 1945, and constitute a valuable industry in the state's diversified economy.

IOWA HAS OVER ONE MILLION REGISTERED MOTOR-VEHICLES

Iowa was one of twenty states reporting more than one million motor-vehicle registrations, last year, the Iowa Development Commission states.

With a total of 1,125,551 motor-vehicle registrations in 1953, the state reported a 3.2 per cent increase over the 1952 total registration of 1,090,358, according to the Bureau of Public Roads of the U. S. Department of Commerce.

The nation experienced an increase, last year, of more than 3 million vehicles over 1952. Of the 1953 total, 46,460,094 were passenger cars, 9,575,519 were trucks, and 244,251 were buses.

Iowa ranks 16th among the forty-eight states in total motor-vehicle registrations during 1953. Motor-vehicles consumed about 43 billion gallons of gasoline and other fuels throughout the nation, during that year, with state taxes on gasoline ranging from 3 to 7 cents per gallon for an average of 5.1 cents per gallon.

The state tax on gasoline in Iowa is presently 5 cents per gallon.

FOR RELEASE on August 10th, 1954:

FOURTH - ANNUAL FARM YOUTH TOUR
TO VISIT TEN IOWA INDUSTRIES

The fourth-annual IOWA FARM YOUTH TOUR, sponsored by the Iowa Development Commission in cooperation with the Iowa Farm Bureau Federation, will tentatively visit ten Iowa industries this fall, according to Ted R. Leighton, tour director.

It is the purpose of this 600-mile chartered-bus tour to provide rural youth leaders with an opportunity to study first-hand the importance of industry to an expanding economy, the effect of industry upon community social structures, and the interdependence of farm and factory, Leighton stated.

Approximately 38 delegates from Hawkeye rural communities will be rewarded the tour for their outstanding achievements as members of 4-H clubs, Future Farmers of America chapters, Boy Scout Troops, and Young People's Assembly units.

With a five-day schedule from September 6-10, the tour expects to visit the Viking Pump Company in Cedar Falls; the Rath Packing Company in Waterloo; the John Deere Company in Dubuque; the E. I. Du Pont de Nemours & Company in Clinton; the Alcoa plant at Bettendorf; and the H. J. Heinz Company in Muscatine.

In addition, inspections will be made of the Sylvania Electric Company in Burlington; the W. A. Sheaffer Pen Company in Fort Madison; the Hydroelectric Dam at Keokuk, along with the Keokuk Electro-Metals plant, as well as a tour of the Iowa State House in Des Moines.

RUSSIAN ENCYCLOPEDIA APPRAISES
THE CAPITALIST STATE OF "AIOVA"

Folks from the Great State of Iowa will literally be "seeing red" when they hear about the Russian appraisal of AIOVA (the USSR spelling of Iowa) published in the Great Soviet Encyclopedia, guesses the Iowa Development Commission.

The Communist volume admits that, "Aiova has a very developed agriculture, mostly directed toward raising corn and feeding livestock. But whereas in 1954 there were 209,000 farms and 9 million hectares of land under cultivation, the number of farms has decreased. Now the bulk of produce is grown by the large capitalist farms."

The one-quarter page estimation of "Aiova" assures us that, "all the farmers are greatly dependent upon the banks and are heavily in debt," with this purported debt to banks "equal to about fifty per cent of the value of all farms."

With such an acute condition brought to its attention, the Iowa Development Commission reports, however, that no relief bundles from Russia have yet arrived to comfort the poverty-stricken Iowa farmer.

FOR RELEASE on August 17th, 1954:

IOWA EDUCATIONAL LEVEL
HIGHEST IN THE NATION

When the 1950 federal census reported that persons 25 years old and older had an average of little more than nine years of formal schooling, even more revealing of the differences in educational opportunity is the per cent having completed less than five years of schooling, according to the Iowa Development Commission.

Iowa had only 3.9 per cent of its population 25 years of age and older with less than five years of schooling, the lowest functional illiteracy in the nation, as compared with the U. S. average of 11 per cent. Louisiana reported 28.7 per cent of its population 25 or over with less than five years schooling, while in 17 states, at least 10 per cent of the population of this age group is educationally deficient.

The median number of school years completed by these persons was 9.3 in the national average, as compared with Iowa's 9.8 years of schooling. A total of 5 per cent of Iowa's population 25 years of age or older have completed four or more years of college.

About 5½ million children between the ages of 5 and 17 were not enrolled in school in 1950, states the National Education Association, while 85 per cent of Iowa's school-age children were enrolled in school during that year, ranking third in the nation in regular attendance.

Another way of detecting educational differences among the states is through the number of pupils per teacher and, in 1950-51, the country averaged 24.1 pupils per teacher in public elementary and secondary schools. However, Iowa ranked fourth in the nation with 18.2 pupils per teacher at that time.

CENTURY VAULT WILL BE SEALED
AT CENTENNIAL IOWA STATE FAIR

Representative Iowa documents, records, objects, and publications will be sealed in an airtight vault beneath a 20-foot "spire of time" as a permanent memorial to the Centennial Iowa State Fair this fall, the Iowa Development Commission reports.

Contributions of significant material reflecting contemporary Iowa will be assembled for preservation until the year 2054 at the bicentennial Iowa State Fair, according to Lloyd B. Cunningham, secretary of the Iowa State Fair Board.

The Des Moines Register & Tribune Company has been commissioned to collect pertinent materials to be sealed beneath the "Centurlon" monument during ceremonies at the fairgrounds plaza.

FOR RELEASE on August 24th, 1954:

IOWA STORY TO APPEAR
IN SEPTEMBER FORTUNE

A 12-page editorial and advertising section, entitled, "Strategic Iowa, Destined for Greater Industrial Growth," will be presented in the September issue of Fortune magazine, to tell a convincing impact story of the state's advantages for industrial development to the top management of American business, according to the Iowa Development Commission, which initiated the project.

T. E. Davidson II, director of the commission, states that, "the forthcoming publication of the Iowa story in Fortune is a hallmark in the promotion of Iowa's industrial resources and affords us an excellent opportunity to go on permanent record for consideration in the expansion plans of a broad number of manufacturers throughout the nation.

Among the sponsors of the Fortune article are the Rock Island Railroad, Central Broadcasting Co., Wallace Homestead Co., and the Des Moines Register & Tribune, all of Des Moines; Viking Pump Co., Cedar Falls; Fisher Governor Co., Marshalltown; Iowa Manufacturing Co., Cedar Rapids; and the Northern Natural Gas Co., Omaha, Nebraska.

Electric companies throughout the state combined as an association in sponsorship of the section include the Iowa Electric Light & Power Co., Cedar Rapids; Iowa Power & Light Co., Des Moines; Peoples' Gas & Electric Co., Mason City; Interstate Power Co., Dubuque; Iowa Southern Utilities Co., Centerville; Union Electric Power Co., Keokuk; Iowa-Illinois Gas & Electric Co., Davenport; Iowa Public Service Co., Sioux City; and the Sac County Electric Co., Odebolt.

Iowa novelty and specialties manufacturers included as a group in sponsoring the program are the Newton Manufacturing Co. and the Vernon Co., both of Newton; W. A. Sheaffer Pen Co., Fort Madison; Frank Spikins Co., DeWitt; and the Acme Greeting Card Co. and the Souvenir Lead Pencil Co., both of Cedar Rapids.

Fortune magazine presently has a circulation of nearly 250,000 per issue, with an estimated total readership by 750,000 each month.

In an effort to extend the advertising life of this program, a reprint of this section enclosed in the Fortune cover, will be mailed to 60,000 business leaders plus separate mailings to additional executives.

IOWA'S MANUFACTURING
EMPLOYMENT INCREASES

The growing manufacturing industries throughout Iowa are presently employing 32,000 more Iowans than in 1947, the Iowa Development Commission reports.

Last year, a total of 172,050 persons were employed in manufacturing, an increase of 23 per cent over the 1947 total of 140,000 employees, as compared to an increase of 11.5 per cent in non-agricultural employment, which totalled 570,900 in 1947 and 636,000 in 1953.

In addition, manufacturing employment increased 12 1/2 per cent from 1939, with 76,815 Iowans employed, to 1953, while non-agricultural employment showed, last year, an increase of 49 per cent over the 1939 total of 427,300 workers.



IOWA
NEWS

BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg., Des Moines, Iowa

FOR RELEASE on August 31, 1954:

IOWA'S INCREASING ELECTRIC HORSEPOWER ATTRACTS INDUSTRIES WITH HORSE-SENSE

The electric companies of Iowa have doubled their power production with horsepower which makes good horse-sense to expanding industries, and they plan to double it again, the Iowa Development Commission reports.

Iowans have worked together to bring electric power to 98 per cent of all Iowa homes, assuring ample power service throughout the state. A vast network of high voltage power lines criss-crossing the state is being developed to provide an expressway of electric energy to every point in Iowa.

Since the end of World War II, the state's electric companies have greatly increased their generating capacity, with an additional 600,000 new horsepower added in less than 10 years. However, these electric companies anticipate power requirements for 10 years in advance to maintain a continuous source of electrical energy for farm and factory alike.

The Iowa electric grid of interconnecting power will reduce the need for individual companies sustaining high reserve capacities, thus permitting less money to be tied up in unused plants through capital investments and interest.

At the same time the grid will offer Iowa an opportunity to service any major industrial city in the state with large quantities of electric power, this integrated power system has already maintained the 15 to 20 per cent reserve capacity recognized as an abundant margin of power supply, since 1945.

With plenty of electric power available at low rates, Iowa electric companies are operating up to date plants throughout the state, with firm power to accomplish the hard, unpleasant work formerly done by strong backs and arms. Clean, quiet electric power helps make the farms and factories of Iowa more pleasant places in which to work.

WHEN IOWANS COUNT SHEEP WOOL PRODUCTION COUNTS UP

When Iowans count sheep, the total wool production for the state scarcely constitutes a black or sheepish record, the Iowa Development Commission notes.

Iowa ranks 10th among states in wool production, with more than 8 million pounds shorn, this year, as compared to more than 7 million pounds recorded as the state's average wool production during the 10-year average from 1943 to 1952, according to the U. S. Department of Agriculture.

The total number of sheep shorn this year also places Iowa 10th among states, with 964,000 sheep shorn.

IOWA
NEWS



BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg., Des Moines, Iowa

FOR RELEASE on September 7th, 1954:

FARM YOUTH TOUR VISITING IOWA INDUSTRIES THIS WEEK

Nearly 40 rural youth group leaders are touring prominent industrial plants in ten Iowa communities, this week, as part of the fourth-annual IOWA FARM YOUTH TOUR, sponsored by the Iowa Development Commission cooperating with the Iowa Farm Bureau Federation, according to Ted R. Leighton, tour director.

Delegates selected from agricultural areas throughout the state are being rewarded the tour for their outstanding achievements as members of 4-H clubs, Future Farmers of America chapters, Rural Boy Scouts of America troops, and Iowa Rural Young People's Assembly units.

It is the purpose of this 600-mile tour to provide such young men with an opportunity to study first-hand the importance of industry to the state's agriculture, the effects of industry upon community social and economic structures, and the vital interdependence between farm and factory in Iowa.

The delegation will visit the Viking Pump Company in Cedar Falls, on Tuesday, as well as the Rath Packing Company in Waterloo and the John Deere Company in Dubuque.

On Wednesday, the tour is scheduled to inspect the E. I. Du Pont de Nemours & Company in Clinton, along with the Alcoa plant in Bettendorf and the H. J. Heinz Company in Muscatine. A trip to the Sylvania Electric Company in Burlington is included for tour on Thursday, with additional visits to the W. A. Scheaffer Pen Company in Fort Madison and the hydroelectric dam and Electro-Metals plant in Keokuk.


In addition, the expense-paid trip will include attendance at the Old Settlers and Threshers Reunion in Mount Pleasant on Thursday, and will tour the State Capitol in Des Moines on Friday.

IOWA'S "TINY" TIMOTHY SEED PRODUCTION STILL AIN'T HAY

Despite the decline in acreage harvested because of draught and high temperatures, Iowa's relatively "tiny" timothy seed production in 1954 of nearly 6½ million pounds constitutes nearly 25 per cent of the national production, the Iowa Development Commission reports.

The U. S. Department of Agriculture estimates that acreage harvested this year will total 41,000 acres with a yield per acre of 160 pounds clean seed, as compared with 57,000 acres harvested in 1953 with a yield of 175 pounds and the 10-year average of 132,500 acres and 166 pounds per acre.

With the national production of timothy seed in 1953 at only 26½ million pounds, Iowa provided more than 36 per cent of the nation's supply and has produced nearly 50 per cent of the national production during the 10-year average from 1943-1952.



IOWA NEWS BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg., Des Moines, Iowa

FOR RELEASE on September 14, 1954:

SMALL BUSINESS ADMINISTRATION ASSISTS IOWA'S MANUFACTURERS

The actual and potential capacity of small business firms is being encouraged and developed in Iowa through financial loans, technical research, government contract opportunities, and market analysis, the Iowa Development Commission reports.

The Small Business Administration, established in 1953, is the first comprehensive peacetime independent Federal governmental agency in history created for the sole purpose of advising, counselling, assisting, and protecting small business enterprise.

It is the responsibility of the SBA to help competent small businessmen of good character qualify for financial assistance through that agency, and whenever a loan will benefit the borrower, the community, and the economy, this organization makes every effort to secure loans through proper channels.

Since the vast amount of research data on file by the Federal Government has been provided by tax dollars, the SBA makes available this technical information to help small business management resolve its problems.

The SBA helps small business firms get their fair share of government business by pointing out the way to get a fair opportunity to quote on government requirements. At present, defense spending totals more than two billion dollars per month.

In addition, the SBA acts as a clearing house between private citizens with ideas and patents, and private enterprise seeking new products to manufacture and market.

Small business firms in Iowa are afforded the services of the Small Business Administration, through its branch plants located at 215 Main street in Davenport and Room 209 of the Federal Office Building, 15th and Dodge streets, Omaha 2, Nebraska.

GREASED PIGS, BUFFALO, GOOSE-CALLING IN IOWA'S FALL RECREATIONAL EVENTS

The famous National Dairy Cattle Congress in Waterloo, October 2-9, will highlight Iowa's fall recreational events, according to the Iowa Development Commission.

At Mount Pleasant, the fifth-annual Old Settlers and Threshers Reunion is scheduled for September 15-18. In addition, free bear, buffalo, and beef will be served at a barbeque in Cherokee, during October.

A greased-pig contest will be featured during Swine Day at Hampton, on October 9, while a Goose-Calling Contest will be held at Missouri Valley during October, as well.



FOR RELEASE on September 21, 1954:

EXPANSION OF EXISTING INDUSTRY
VITAL TO COMMUNITY DEVELOPMENT

There is no better evidence of a community's progress in industrial development than the support its citizens afford existing manufacturing plants, the Iowa Development Commission notes.

At the same time a community invites new industries, civic leaders might well re-examine the status of the community's established industry.

For example, through the efforts of the industrial sub-committee of the Jefferson Chamber of Commerce, recently the local Thermogray Company stock was publically sold to some seventy local residents, including many employees of the plant.

This reorganization will provide between \$25,000 and \$30,000 for expansion of the company, which required additional capital to permit more economical purchase of materials and for advertising and sales expense.

Some thirty years ago, Percy Gray had begun production of electric water heaters and, despite opportunities to capitalize on his investment through relocation of the plant, he witnessed the local development of the Thermogray Company as sole owner until 1947, when it was incorporated. As late as 1941, however, the company was considered one of the "big four" in its field and recognized as such by the industry.

Just as the founder of the company had faith in this Iowa community as the site for successful production, the people of Jefferson have shown a like faith in the future of Thermogray, which has an enviable reputation in the water-heating industry.

The opportunities for expansion of local industry, made possible by the support of local citizens, provide concrete evidence in paving the way for new industries to consider a community as a potential plant site.

IOWA FARMS PROVIDE STABLE
MARKET FOR POWER MACHINES

Iowa farms provide a stable and increasing market for power machines employed in agricultural production, notes the Iowa Development Commission.

Last year, there were 270,570 tractors reported on Iowa farms, an increase of approximately 10,000 over the 1952 total of 260,286 tractors, or 1.3 tractor for every Iowa farm, according to the Annual Farm Census of the U. S. Department of Agriculture.

In addition, the number of grain combines on Iowa farms increased by about 5,000 in 1953, as compared to the previous year, while the number of corn pickers increased by some 3,000 over the same period.

The number of pickup hay balers increased by 4,000 and the number of motor trucks by 6,000 on Iowa farms, from 1952 to 1953.



BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg., Des Moines, Iowa

FOR RELEASE on September 28, 1954:

IOWA RETAIL VOLUME CONSTITUTES 65 PER CENT OF STATE'S INCOME

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Iowa's retail volume of \$2,643,050,000 during the fiscal year ending June 30, 1954, constitutes 65 per cent of the income payments to Iowans of \$3,954,000,000, during the same period, the Iowa Development Commission reports.

Retail tax collections for the fiscal year reached a record high of \$52,860,994, as compared with the previous year's total of \$52,023,807. This retail tax is collected on retail sales at the approximate rate of 2¢ per dollar.

Use taxes, assessed against industries, professional services, private utilities, and other businesses, during the same period, amounted to \$9,739,022, as compared with the previous total of \$8,490,915, according to the Iowa State Tax Commission.

Taxes collected in the food group increased from \$13,347,246 to \$13,739,016, while taxes collected in the general merchandise group totaled \$13,998,869, as compared with \$13,969,121 a year ago.

The furniture, fixtures, and equipment group also showed an increase in sales tax collected, with \$2,168,080, along with vending machines, which totaled \$139,815. The public utility and transportation group increased to \$4,014,640, in sales tax collected.

INDUSTRIAL DEVELOPMENT CLINIC IS SCHEDULED FOR OCTOBER 19TH

The first-annual Industrial Development Clinic, sponsored by the Iowa Development Commission, will be held at the Hotel Savery in Des Moines, Tuesday, October 19th, according to John M. Hamilton, industrial promotion director for the commission.

It is the purpose of this program to review those factors influencing plant location and expansion and to provide an opportunity for chambers of commerce and other organization groups interested in Industrial growth, such as utilities, railroads, realtors, and development groups, to participate in discussions concerning this phase of community progress.

Major addresses will be presented by Governor William S. Beardsley and Mr. Robert E. Forman, Vice President of Cross & Brown Company, New York, who will discuss the "Factors Affecting Industrial Location."

Other topics to be considered by various speakers and panels include, "Organizing an Effective Industrial Committee," "Forming an Industrial Development Corporation," "Industrial Site Development," "Securing Industrial Prospects," "Care and Feeding of Prospects," "Cooperation With Industrial Realtors and Plant Locations Services," and "Financing New Industry Construction."

IOWA DEVELOPMENT COMMISSION
411 Central National Building
Des Moines 9, Iowa

FOR IMMEDIATE RELEASE!

P R E M I E R E S H O W I N G A N D R E L E A S E
O F A L L - I O W A M O V I E A N N O U N C E D

The premiere showing of the All-Iowa Movie entitled "Iowa - Land of Plenty" will be held in Des Moines on Tuesday, September 28, according to T. E. Davidson II, Director of the Iowa Development Commission which initiated this project.

Joining in sponsorship of the motion picture and invited to attend this showing are the 110 participating firms from 31 cities scattered throughout Iowa. Governor William S. Beardsley will deliver the principal address at the noon luncheon.

"This film which is designed to promote Iowa's agriculture, industry, culture and recreation was eighteen months in production and cost \$43,125", Davidson said. "The film, which is a 28-minute 16 mm color and sound production, will be distributed nationally and throughout this state reaching a total audience estimated at 18 to 20 million people throughout the years it will be in use."

"This film will stress Iowa as a fine location for expanding U. S. industry", Davidson continued. "It will also make our citizens more aware of the industries already in this state along with the advantages Iowa offers which has caused many of them to locate here."

The All-Iowa Movie will be released for distribution to farm groups, business and professional associations and all civic, fraternal and luncheon clubs and to Iowa TV stations on October 1. Persons interested in scheduling a print of this film for showing to any group or association should contact the Iowa Development Commission, 411 Central National Building, Des Moines 9, Iowa.

IOWA NEWS BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg., Des Moines, Iowa

FOR RELEASE on October 5, 1954:

IOWA COMMUNITIES SUPPORT EXISTING LOCAL INDUSTRY

Last month, the confidence of two Iowa communities in their existing local industries was demonstrated in participation loans which totaled more than \$100,000, the Iowa Development Commission reports.

At Geneva, Iowa, where the 1950 census listed a population of 242, a loan of \$39,840 was awarded the local Grain & Lumber Company through the Small Business Administration. The local bank, however, accommodated the loan for the home company, which employs 9 persons.

A loan amounting to \$72,000 was also awarded by a local participating bank to the Wiltgen Ready Mix Concrete Products firm in Le Mars, Iowa, which has a population of 5,844. This company employs 9 men, at the present time.

Such financial support by local banks, having the guarantee of the SBA, provides for accelerated development of existing industry in Iowa communities and indicates a better understanding attitude of capital loans toward improvement of established business.

It is a community's faith and endorsement of its present industrial program which encourages new industry to consider location in interested Iowa towns, both large and small.

As a matter of fact, 42 per cent of those 845 new industries located in Iowa from 1945 through 1953, were established in towns having less than 5,000 population.

Therefore, every Iowa community, regardless of size, can assume that the efforts and actions of its citizens and local banks in supporting local industry are significant in attracting new plants and increased employment opportunities.

IOWA'S PER CAPITA INCOME PAYMENTS INCREASE BY 25%

Iowa's per capita income payments to individuals increased by more than 25 per cent from 1946 to 1953, the Iowa Development Commission reports.

"Income payments to individuals" comprises income received from all sources and consists principally of wages and salaries after deduction of social security payments, proprietors' incomes, dividends, interest, and rents. Social security benefits and similar items are also included.

In 1946, Iowa's per capita income payments to individuals totaled \$1,208 and increased to \$1,518, last year, according to the U. S. Department of Commerce.

The increased per capita income payments to Iowans, during this period, reflect increased buying power and retail sales, thus stimulating the market volume of business.



FOR RELEASE on October 12, 1954:

ALL-IOWA MOVIE
RECEIVES QUICK
PUBLIC ACCLAIM

The All-Iowa movie, entitled, "Iowa--Land of Plenty", has inspired plenty of enthusiastic public acclaim, with the showing schedule already "booked up solid" until February, 1955, reports the Iowa Development Commission, which initiated the project.

Pending a few unverified commitments, daily showings of this 28-minute film have been arranged free of charge, through January of next year, with several of the 6 available prints being shown twice daily.

This 16 mm color and sound presentation of Iowa's agriculture, industry, recreation, and culture, was eighteen months in production and is expected to reach a total audience estimated at 18 to 20 million persons.

Joining in sponsorship of this \$43,125 motion picture were 110 firms located in 31 cities throughout the state. Farm organizations, business and professional associations, television stations, schools and churches, chambers of commerce, and various commercial, civic, fraternal, and luncheon clubs, have expressed interest in receiving the film.

One such group was so anxious to see the picture that a representative of that community was willing to drive 65 miles to return the film to Des Moines for its next scheduled showing, that same day. Moreover, he missed seeing the film himself!

IOWA'S NONFARM EMPLOYMENT
INCREASES BY NEARLY 4,000

Employment in Iowa's nonagricultural establishments recorded a gain of 3,950 between July and August of this year, the Iowa Development Commission notes.

A continued seasonal upswing in construction and food processing contributed to the employment advance in Iowa, according to the Employment Security Commission. With construction activity continuing its uptrend, over-all employment for this group exceeded the previous month's total by approximately 1,000 workers.

Durable goods factories chalked up significant gains and temporary employees added to the payrolls of canning plants and other food processing firms registered the most outstanding gain in the manufacturing field during this period.

In addition, the Iowa employment picture appears in a highly favorable position when compared with the national drop of 3.9 per cent.



BULLETIN

Published Weekly by the IOWA DEVELOPMENT COMMISSION • 411 Central National Bank Bldg., Des Moines, Iowa

FOR RELEASE on October 19th, 1954:

IOWANS ROLLING THE DOUGH IN AMERICA'S BREAD BASKET

Iowa ranks high by any standard, even when the standard is a comparison per farm among the dozen North Central states considered "The Bread Basket of America," the Iowa Development Commission reports.

Recently, a state association published a pamphlet comparing Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin, with per farm rankings.

This folder bears the headline, "I'm Glad you Asked That Question," and proceeds to answer twenty economic inquiries which might come to mind. Iowans can be glad these questions were asked, too, since the Hawkeye state ranks first even on a per farm basis more than one-third of the time.

It is interesting to note that, despite its leadership in cash income per farm, cash receipts per farm from hogs and eggs, cash income per farm from livestock and livestock products, average value of chickens per farm, average number of hogs per farm, the values of land and buildings, as well as corn produced per farm in 1953, etc., Iowa's average acreage per farm in 1950 was only 168.7.

Kansas showed an average acreage per farm of 370, with an average of 183.6 acres in Minnesota, 442.9 acres in Nebraska, 629.9 acres in North Dakota, and no less than 674 acres in South Dakota.

Even though such per farm comparisons are questionable because of the great variance in the number of acres per farm in each state, Iowa still ranks 8th among the 48 states in cash income per farm during 1953. Iowa was preceded by such states as Arizona, with farms averaging 3,833.7 acres, Colorado with 832.7 acres, California with 266.9 acres, and Nevada with average acreage per farm of 2,271.2.

IOWA'S COLLEGE ENROLLMENTS INCREASE BY 3,000 STUDENTS

Enrollments in Iowa's 50 public and private colleges and universities is higher by 3,189 students this fall than it was in 1953-54, the Iowa Development Commission notes

A total of 36,453 students are enrolled throughout Iowa, this fall, according to a report released by the Iowa College Presidents association, with an increase in freshman students of 1,590 and an increase of 354 transfer students with previous college experience. The number of student veterans using the G. I. Bill increased also, from 3,089 in 1953 to 4,548 this fall.

Iowa's 23 junior colleges, including seven privately owned institutions, have 3,337 students enrolled, this fall, an increase of 13 per cent over the 1953 total of 2,949 students enrolled.



FOR RELEASE on October 26th, 1954:

NEARLY 200 ATTEND FIRST IOWA
INDUSTRIAL DEVELOPMENT CLINIC

Nearly 200 chamber of commerce executives and business men from 54 Iowa communities and six other states attended the first-annual Iowa Industrial Development Clinic sponsored by the Iowa Development Commission, according to John M. Hamilton, industrial promotions director.

Albert E. Redman of Columbus, Ohio, president of the American Industrial Development Council, cited community pride as the "No. 1 requisite for any community in obtaining either a large factory or a division of some corporation."

Industrial decentralization, on the part of industry itself and on the part of government for security reasons, is ushering in a new era, Redman said.

"There is a changed philosophy abroad today," he asserted. "Communities are beginning to realize more fully that industries help build communities, that the coming of a new industry means not only additional tax revenue but increased business of every type."

Governor William S. Beardsley, who appeared before the one-day clinic, complimented Iowa's chambers of commerce for their efforts to fulfill the need for increased industrial development throughout the state and cited cooperation between state government and local communities as essential in realizing Iowa's great industrial potential.

Various phases of industrial promotion were considered in a panel discussion in which John D. Adams, general secretary of the Des Moines Chamber of Commerce, described "Organizing An Effective Industrial Committee."

George Davison, manager of the Clinton Chamber of Commerce, discussed "Forming An Industrial Development Corporation," and Homer D. Gill, manager of the Carroll Chamber of Commerce, described, "Industrial Site Development."

Paul K. Myers, manager of the Waterloo Chamber of Commerce, named various sources in "Securing Industrial Prospects" and Robert Caldwell, manager of the Cedar Rapids Chamber of Commerce, told civic leaders in attendance to "be natural" in the "Care and Feeding of Prospects."

Howard D. Bessire, manager of the Council Bluffs Chamber of Commerce, discussed "Cooperation With Industrial Realtors and Plant Locations Services," and John W. Sloan, representing the Equitable Life Assurance Society of Minneapolis, Minnesota, addressed the clinic concerning "Financing New Industry Construction."

T. E. Davidson II, director of the Iowa Development Commission, described the "Role of the Iowa Development Commission" in industrial development.

FOR RELEASE on November 2nd, 1954:

FROM SHOWROOM TO FARMYARD
NEW CARS APPEAL TO IOWANS

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The new model automobiles unwrapped in showrooms across the country have a distinct appeal to Iowans throughout the state, reports the Iowa Development Commission.

The United States produces 76 per cent of the world's passenger cars, and Iowa provides an abundant market for these proud, chrome-domed carriages. Last year, a total of 100,797 new motor vehicle registrations of passenger cars was recorded in Iowa, an increase of more than 40 per cent over the previous year's total of 71,700.

This special attention to motoring is a natural result of Iowa's ranking first in the nation in the percentage of farms having automobiles, as disclosed by the 1950 census report.

In addition, Iowa ranked 16th in the U.S., last year, in passenger car registrations, with a total of 913,272 cars registered, an increase of more than 3 per cent over the 1952 total registration.

There were approximately 1,419 passenger car dealers in Iowa, during the first of this year, with an estimated 1,336,214 drivers in the state.

IOWANS DROVE MORE THAN 6,000 MILES
TO INDUSTRIAL DEVELOPMENT CLINIC

A total of 195 Iowans from 54 communities throughout the state drove 6,374 miles to attend the first-annual Industrial Development Clinic, sponsored by the Iowa Development Commission, according to John M. Hamilton, industrial promotions director.

Representatives from Charles City traveled a total of 804 man-miles, with 6 persons in attendance, while a delegation of 5 persons from Mapleton traveled a total of 760 man-miles. Four representatives from Dubuque traveled 756 man-miles, and 5 persons from Malvern traveled 750 man-miles to attend the clinic, held in Des Moines on October 19th.

With the exception of Des Moines, Creston was represented with the most delegates, with a total of 9 persons present, followed by Ames with 7, Charles City and a City with 6 persons each, and Malvern, Mapleton, and Mason City all with 5 persons in attendance.

Excluding those in attendance from six other states, the representative Rapids, Iowa, traveled the longest distance of 258 miles.

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