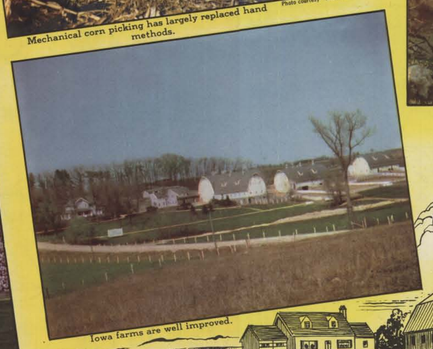
Of All That's Good IOWA Affords the Best

Hay making has also become mechanized. Photo courtesy U. S. Soil Conservation Service.

Iowa's alfalfa acreage has increased to more than one million.

Football enthusiasm runs high in the Hawkeye State.

Mechanical corn picking has largely replaced hand methods. Photo courtesy "Successful Farming"

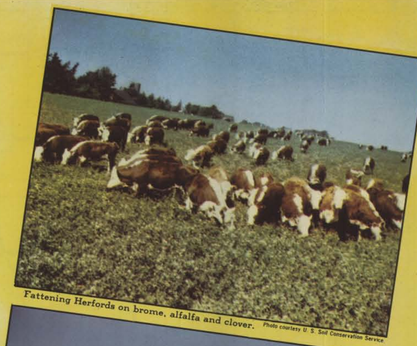


Iowa farms are well improved.

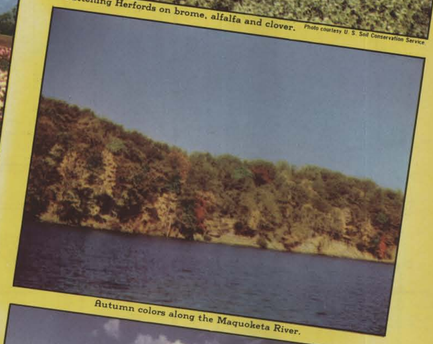
"Westward"—Mural by Edwin H. Blashfield in State Capitol, Des Moines. Courtesy of The Art Extension Press, Westport, Connecticut.

Flowers are a crop in Iowa's nurseries.

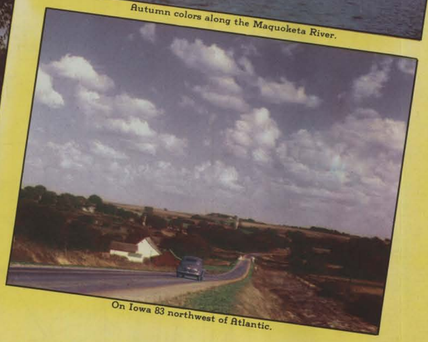
Home Economics Building—Iowa State College—Ames.



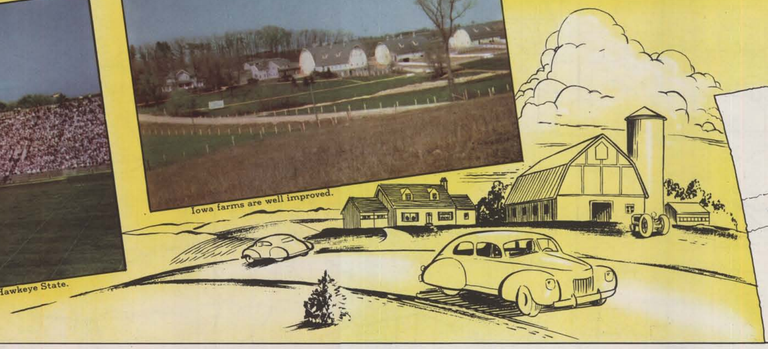
Fattening Herfords on brome, alfalfa and clover. Photo courtesy U. S. Soil Conservation Service

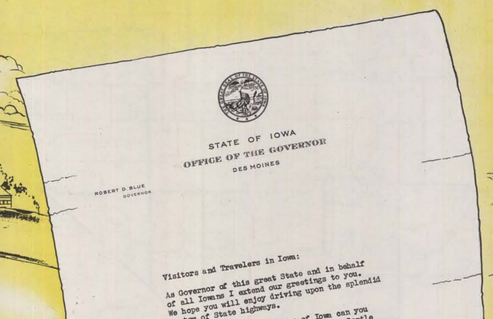


Autumn colors along the Maquoketa River.



On Iowa 83 northwest of Atlantic.





STATE OF IOWA
OFFICE OF THE GOVERNOR
DES MOINES

ROBERT D. BLUE
GOVERNOR

Visitors and Travelers in Iowa:

As Governor of this great State and in behalf of all Iowans I extend our greetings to you. We hope you will enjoy driving upon the splendid system of State highways.

Only as you see all sections of Iowa can you truly appreciate the "Hawkeye State". Gentle rolling prairies with fertile fields, substantial cities and towns, prosperous farms and factories teeming with activity, fine schools and famous Colleges and Universities, lovely lakes and beautiful rivers are but parts of the panorama before you.

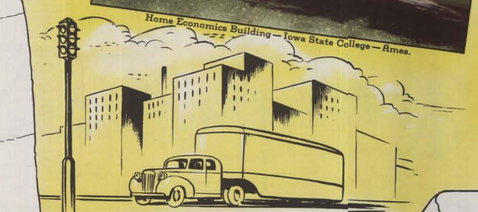
May your journey be a pleasant one and a safe one. May the beauty of the Iowa landscape and the pleasant hours you spend in Iowa always be a happy memory for you.

Cordially yours,

Robert D. Blue

Governor

RDB:bas



CITIES AND TOWNS OF IOWA

Location	Town	1940 Population
F—15	Ackley	1,586
M—14	Ackworth	67
J—17	Adair	740
H—11	Adel	1,787
M—11	Afton	987
H—19	Agency	452
M—22	Ainsworth	415
L—1	Akron	1,314
F—7	Albert City	759
D—16	Albia	5,157
H—16	Albion	476
J—11	Alburnett	206
J—14	Alden	662
K—13	Alexander	3,102
D—10	Algona	4,964
M—4	Allerton	782
K—16	Allison	708
G—8	Alta	1,269
D—8	Alta Vista	333
J—3	Alton	1,025
M—4	Altoona	640
J—3	Alvord	306
K—22	Amana	1,282
J—23	Anamosa	4,069
J—27	Andover	72
K—24	Andrew	263
E—8	Anita	1,098
J—3	Ankeny	779
G—3	Anthon	881
K—26	Aplington	588
J—3	Arcadia	410
K—4	Archer	178
K—16	Ardale	227
J—3	Ardon	244
D—10	Arnolpe	149
J—27	Arlington	675
J—9	Armstrong	977
J—7	Arnolds Park	855
K—6	Arthur	254
J—25	Asbury	27
J—4	Ashton	620
J—7	Aspinwall	88
J—3	Atalissa	1,000
J—9	Athelstan	143
J—20	Atkins	330
K—8	Atlantic	5,982
H—8	Auburn	383
J—3	Audubon	2,409
L—5	Aurelia	752
J—3	Aurora	276
K—6	Avoca	1,598
J—9	Avoca	591
F—11	Badger	251
J—10	Bagley	427
J—25	Baldwin	210
K—25	Ballston	56
H—10	Bancroft	959
K—24	Bankston	29
H—18	Barnes City	414
J—3	Bartlett	149
J—3	Bassett	74
J—3	Batavia	476
J—3	Battle Creek	627
J—15	Baxter	623
J—9	Bayard	703
J—25	Calamus	384
J—3	Calhoun	192
J—20	Calmar	903
J—20	Camanche	2,107
J—22	Camanche	814
J—20	Cambridge	268
J—20	Cantril	576
J—20	Carbon	526
J—14	Carlisle	690
J—3	Carpenter	35
J—3	Carroll	5,033
J—3	Carson	1,463
J—3	Carter Lake	3,442
J—24	Cascade	1,376
J—3	Cumming	139
D—8	Curlew	183
D—8	Cylinder	540
D—8	Cylinder	175
F—11	Dakota City	1,057
M—15	Dallas	566
J—3	Dallas Center	1,269
H—21	Center Point	861
J—10	Dana	153
J—3	Danbury	728
J—3	Danville	309
J—3	Davenport	60,751
J—22	Davis City	1,556
J—10	Dawson	289
J—10	Dayton	673
J—22	Decatur City	275
J—21	Decorah	5,302
J—3	Dedham	392
J—3	Deep River	443
J—6	Defiance	428
J—3	Delaware	199
J—3	Delhi	428
J—3	Delmar	281
J—10	Delphos	90
J—3	Denison	4,624
J—10	Denison	4,361
J—14	Derby	269
J—3	Des Moines	159,819
J—11	De Soto	274
J—3	Dewar	760
J—10	Diagonal	603
J—3	Dickens	370
J—3	Dike	400
K—25	Dixon	249
A—9	Dolliver	179
J—3	Donahue	878
J—10	Donnan	91
J—3	Donnellson	1,156
J—15	Dougherty	215
J—3	Dow City	158
J—13	Dows	945
J—3	Drakesville	525
J—25	Dubuque	43,892
J—3	Dumont	192
J—3	Dunbar	341
J—3	Dunkerton	1,360
J—3	Dunlap	1,500
J—25	Durango	54
J—25	Durant	810
J—3	Dyersville	2,138
J—19	Dysart	988
F—12	Eagle Grove	4,024
J—3	Earlham	892
J—3	Earling	320
J—3	Early	644
J—3	Earlville	144
J—3	East Peru	267
J—3	East Pleasant	75
J—15	Edenville	379
F—12	Edgewood	716
J—13	Elberon	526
J—19	Eldon	1,676
J—3	Eldora	3,607
J—3	Elkader	2,861
J—3	Elkhart	215
J—3	Elk Horn	498
J—3	Ellsworth	140
J—11	Elliott	195
J—3	Ellston	191
J—3	Elma	1,169
J—3	Elmore	689
J—3	Elwood	2,210
J—3	Emerson	1,132
J—3	Emmetsburg	3,374
J—3	Epworth	454
J—3	Essex	763
J—3	Estherville	5,615
J—3	Everly	523
J—3	Exira	1,040
J—3	Exline	481
J—3	Fairbank	691
J—3	Fairfax	262
J—3	Fairfield	6,673
J—3	Farley	739
J—3	Farmersburg	296
J—3	Farmington	968
J—3	Farnhamville	425
J—3	Farragut	496
J—3	Farrar	199
J—3	Farson	208
J—3	Fayette	1,602
J—3	Ferguson	183
J—3	Fertile	276
J—3	Floris	247
J—3	Floyd	400
J—3	Fonda	1,189
J—3	Fontanelle	797
J—3	Forest City	2,545
J—3	Fort Atkinson	561
J—3	Fort Dodge	22,904
J—3	Fostoria	1,136
J—3	Fountain	80
J—3	Fraser	203
J—3	Fredericksburg	1,147
J—3	Fredericksburg	236
J—3	Fredonia	87
J—3	Fremont	490
J—3	Galt	156
J—3	Galva	496
J—3	Garber	158
J—3	Garden Grove	558
J—3	Garnavillo	461
J—3	Garner	2,549
J—3	Garrison	459
J—3	Garwin	549
J—3	Geneva	207
J—3	George	1,167
J—3	Gernert	226
J—3	Gilbertville	259
J—3	Gilbert Station	100
J—3	Gilmore City	908
J—3	Gladbrook	1,245
J—3	Glenwood	4,501
J—3	Glidden	941
J—3	Goldfield	715
J—3	Gowrie	2,135
J—3	Graettinger	1,645
J—3	Grafton	172
J—3	Grand Junction	929
J—3	Grand River	374
J—3	Grandview	1,006
J—3	Granger	324
J—3	Grant	231
J—3	Greenfield	2,361
J—3	Greenville	214
J—3	Grimes	182
J—3	Grinnell	5,303
J—3	Grundy Center	2,012
J—3	Grundy Center	1,139
J—3	Guernsey	403
J—3	Guthrie Center	1,503
J—3	Guttenberg	1,860
J—3	Halbur	209
J—3	Hamburg	2,187
J—3	Hamilton	296
J—3	Hampton	4,006
J—3	Hancock	296
J—3	Hanlontown	260
J—3	Hansell	183
J—3	Harcourt	282
J—3	Hardin	230
J—3	Harlan	5,098
J—3	Harper	183
J—3	Harpers Ferry	361
J—3	Harris	309
J—3	Hartford	1,662
J—3	Hartley	1,503
J—3	Hartwick	122
J—3	Harvey	418
J—3	Hastings	1,019
J—3	Havelock	326
J—3	Haverhill	140
J—3	Hawarden	544
J—3	Hayesville	120
J—3	Hazleton	539
J—3	Lawler	542
J—3	Laurens	1,217
J—3	Le Claire	681
J—3	Ledyard	117
J—3	LeGrand	529
J—3	Lehigh	1,128
J—3	Leighton	156
J—3	Leland	235
J—3	Le Mars	5,353
J—3	Lenox	1,220
J—3	Leon	2,027
J—3	Le Roy	129
J—3	Lester	192
J—3	Letts	362
J—3	Lewis	464
J—3	Lidderdale	208
J—3	Lime Springs	667
J—3	Lincoln	167
J—3	Linden	483
J—3	Lineville	520
J—3	Linn Grove	402
J—3	Lisbon	873
J—3	Liscomb	613
J—3	Littleport	83
J—3	Livermore	736
J—3	Lockridge	364
J—3	Logan	1,700
J—3	Lohrville	253
J—3	Lone Rock	170
J—3	Lone Tree	651
J—3	Long Grove	139
J—3	Lorah	75
J—3	Lost Nation	493
J—3	Lovilia	652
J—3	Lowden	645
J—3	Low Moor	252
J—3	Lucas	534
J—3	Lu Verne	376
J—3	Luana	76
J—3	Luther	144
J—3	Luverne	176
J—3	Luxemburg	125
J—3	Lyman	767
J—3	Lynnville	427
J—3	Lytton	335
J—3	McCallsburg	278
J—3	McCausland	115
J—3	McClelland	165
J—3	McGregor	1,309
J—3	McIntire	300
J—3	Macedonia	229
J—3	Macksburg	207
J—3	Madrid	2,074
J—3	Magnolia	242
J—3	Malcom	447
J—3	Malvern	1,930
J—3	Manchester	5,610
J—3	Manilla	1,106
J—3	Manning	1,748
J—3	Manson	1,429
J—3	Mapleton	1,824
J—3	Maquoketa	5,200
J—3	Marathon	242
J—3	Marble Rock	429
J—3	Marcus	2,200
J—3	Marengo	2,162
J—3	Marion	4,472
J—3	Marne	245
J—3	Marquette	269
J—3	Marshalltown	19,240
J—3	Martelle	215
J—3	Martensdale	1,162
J—3	Martinsburg	203
J—3	Mason City	27,003
J—3	Masonville	176
J—3	Massena	479
J—3	Mallock	112
J—3	Maurice	472
J—3	Maxwell	812
J—3	Maynard	1,147
J—3	Maysville	44
J—3	Melbourne	156
J—3	Melcher	1,290
J—3	Melrose	451
J—3	Melvin	328
J—3	Menlo	296
J—3	Meriden	300
J—3	Merrill	1,206
J—3	Meservey	510
J—3	Middletown	208
J—3	Midland	107
J—3	Milford	1,202
J—3	Millersburg	175
J—3	Millerton	163
J—3	Milo	809
J—3	Milton	1,224
J—3	Minburn	290
J—3	Mineola (Nishna Valley)	3,994
J—3	Mingo	168
J—3	Missouri Valley	3,768
J—3	Mitchellville	769
J—3	Modale	295
J—3	Mondamin	610
J—3	Monona	1,245
J—3	Monmouth	190
J—3	Monroe	1,015
J—3	Montezuma	1,477
J—3	Monticello	2,546
J—3	Montour	393
J—3	Montrose	692
J—3	Moorhead	421
J—3	Moorland	211
J—3	Moravia	731
J—3	Morley	1,189
J—3	Morning Sun	861
J—3	Morrison	161
J—3	Moulton	1,191
J—3	Mt. Auburn	223
J—3	Mt. Ayr	1,930
J—3	Mt. Pleasant	4,610
J—3	Mt. Sterling	134
J—3	Mt. Union	186
J—3	Mt. Vernon	1,473
J—3	Mt. Pilot Mound	222
J—3	Moville	937
J—3	Mt. Zion	48,286
J—3	Mystic	1,884
J—3	Nashua	1,439
J—3	Nemaha	89
J—3	Neola	841
J—3	Nevada	3,029
J—3	New Albin	402
J—3	Newell	854
J—3	Newhall	335
J—3	New Hampton	2,933
J—3	New Hartford	540
J—3	New Liberty	125
J—3	New London	1,942
J—3	New Market	681
J—3	Newton	15,292
J—3	New Vienna	229
J—3	New Virginia	377
J—3	Nichols	357
J—3	Nodaway	200
J—3	Nora Springs	1,198
J—3	Northboro	182
J—3	North Buena Vista	203
J—3	North English	1,003
J—3	North Liberty	282
J—3	North Washington	138
J—3	Northwood	1,724
J—3	Norwalk	377
J—3	Norway	402
J—3	Numa	322
J—3	Oakland	1,317
J—3	Oakville	391
J—3	Ocheyedan	312
J—3	Odebolt	1,350
J—3	Oelwein	7,801
J—3	Ogden	1,513
J—3	Okoboji	221
J—3	Olds	201
J—3	Olin	1,264
J—3	Onawa	3,438
J—3	Oneida	230
J—3	Onslow	230
J—3	Orange City	1,720
J—3	Orchard	126
J—3	Orient	442
J—3	Orleans	244
J—3	Osage	2,923
J—3	Osceola	3,024
J—3	Oskaloosa	11,024
J—3	Ossian	1,024
J—3	Ottosen	78
J—3	Otho	178
J—3	Ottosen	152
J—3	Ottumwa	31,570
J—3	Owasa	117
J—21	Oxford	1,005
J—24	Oxford Jct.	705
J—3	Oyens	75
J—4	Pacific Jct.	558
J—19	Packwood	258
J—19	Palmer	305
J—3	Palo	426
J—3	Panama	255
J—3	Panora	1,460
J—3	Parkersburg	1,262
J—3	Parnell	75
J—3	Paton	294
J—3	Patterson	166
J—3	Paullina	1,236
J—3	Pearl City	3,165
J—3	Pella	4,698
J—3	Penn	75
J—3	Percival	399
J—3	Perry	5,977
J—3	Persia	393
J—3	Peterson	603
J—3	Pierson	231
J—3	Pilot Mound	222
J—3	Pisgah	297
J—3	Plainfield	362
J—3	Plain View	36
J—3	Plano	209
J—3	Pleasantville	1,426
J—3	Pleasant Plain	171
J—3	Pleasant Valley	1,359
J—3	Plover	280
J—3	Plymouth	225
J—3	Pocahontas	2,193
J—3	Polk City	343
J—3	Pomeroy	1,245
J—3	Popejoy	199
J—3	Portsmouth	240
J—3	Postville	1,194
J—3	Prairie City	1,193
J—3	Prairie City	831
J—3	Prescott	400
J—3	Preston	603
J—3	Primghar	1,247
J—3	Princeton	412
J—3	Promise City	225
J—3	Protivin	290
J—3	Pulaski	400
J—3	Quasqueton	400
J—3	Quimby	363
J—3	Quincy	46
J—3	Radcliffe	631
J—3	Rake	229
J—3	Ralston	202
J—3	Randalia	121
J—3	Randolph	379
J—3	Ravenna	300
J—3	Readlyn	426
J—3	Reasnor	221
J—3	Redding	246
J—3	Redfield	898
J—3	Red Oak	5,763
J—3	Reinbeck	1,429
J—3	Rembrandt	302
J—3	Remsen	1,196
J—3	Renwick	416
J—3	Rhodes (Eden-ville)	299
J—3	Riceville	973
J—3	Richland	614
J—3	Ricketts	167
J—3	Ridgeway	323
J—3	Ringsted	543
J—3	Ringsted	508
J—3	Rinard	75
J—3	Riverside	633
J—3	Riverton	143
J—3	Robins	205
J—3	Rock Falls	153
J—3	Rockford	1,054
J—3	Rock Rapids	2,556
J—3	Rock Valley	1,507
J—3	Rockwell	779
J—3	Rockwell City	2,191
J—3	Rodman	170
J—3	Rolfe	1,292
J—3	Rolland	791
J—3	Rolfe	122
J—3	Rose Hill	269
J—3	Rome	95
J—3	Rowan	316
J—3	Rowley	233
J—3	Royal	426
J—3	Rudd	420
J—3	Runnells	189
J—3	Russell	642
J—3	Ruthven	832
J—3	Rutland	255
J—3	Ryan	341
J—3	Sabula	771
J—3	Sac City	3,165
J—3	Sageville	75
J—3	St. Anagar	934
J—3	St. Anthony	231
J—3	St. Charles	531
J—3	St. Marys	84
J—3	St. Olaf	191
J—3	St. Paul	493
J—3	Salem	457
J—3	Salix	392
J—3	Sanborn	1,344
J—3	Sandyville	93
J—3	Scarville	136
J—3	Schaller	1,020
J—3	Schleswig	628
J—3	Scranton	1,014
J—17	Searsboro	195
J—3	Sergeant Bluff	587
J—3	Seymour	1,539
J—3	Shambaugh	269
J—3	Shannon City	193
J—3	Sharpsburg	173
J—3	Shelbina	1,000
J—3	Shelby	527
J—3	Shellsburg	698
J—17	Shell Rock	925
J—3	Sheffield	1,290
J—3	Shenandoah	5,846
J—3	Sherrill	299
A—4	Sibley	2,396
J—3	Sidney	1,090
J—19	Sigourney	2,355
J—3	Silver City	100
J—3	Sioux Center	1,680
J—3	Sioux City	82,364
J—3	Sioux Rapids	1,096
J—13	Slater	544
J—3	Sloan	699
J—3	Smithland	399
J—3	Solon	908
J—3	Somers	115
J—3	Soldier	1,033
J—3	Spencer	6,999
J—3	Spillville	324
J—3	Springville	1,161
J—3	Spragueville	75
J—3	Springbrook	131
J—3	Springville	446
J—3	Springville	508
J—3	Stacyville	223
J—3	Stanhope	425
J—3	Stanley	75
J—3	Stanwood	569
J—3	Stanton	1,633
J—3	Steamboat Rock	385
J—3	Stockport	338
J—3	Stone City	75
J—3	Storm Lake	5,479
J—3	Story City	1,724
J—3	Strahan	204
J—3	Strawberry Point	1,212
J—3	Struble	134
J—3	Stuart	1,611
J—3	Sully	402
J—3	Sumner	1,752
J—3	Superior	230
J—3	Sutherland	774
J—3	Swaledale	204
J—3	Swan	217
J—3	Swea City	735
J—3	Swisher	93
J—3	Tabor	976
J—3	Tama	2,932
J—3	Templeton	390
J—3	Terril	1,156
J—3	Thayer	157
J—3	Thompson	664
J—3	Thor	264
J—3	Thornburg	184
J—3	Thornton	398
J—3	Tiffin	325
J—3	Tillin	240
J—3	Tingley	274
J—3	Tipton	2,574
J—3	Titonka	1,193
J—3	Toledo	2,073
J—3	Toronto	142
J—3	Tracy	493
J—3	Traer	1,219
J—3	Treynor	291
J—3	Tripoli	1,001
J—3	Troy	75
J—3	Truesdale	135
J—3	Truro	353
J—3	Turin	184
J—3	Udell	137
M—4	Underwood	251
J—3	Union	585
J—17	Unionville	253
J—24	University Heights	261
M—17	Urbana	462
J—20	Urbana	397
J—13	Urbandale	1,083
J—4	Ute	581
J—3	Vail	576
J—3	Valeria	75
J—3	Van Horne	551
J—3	Van Meter	636
J—3	Van Wert	393
J—3	Varina	203
J—3	Vedic	763
J—3	Villisca	2,011
J—3	Vinton	192
J—3	Vining	126
J—3	Volga	4,163
J—3	Volga	249
E—21	Wadena	377
J—3	Wahpeton	140
H—21	Walker	462
J—3	Wallingford	233
J—3	Wall Lake	762
J—3	Walnut	902
J—23	Wapello	1,603
J—3	Washington	5,227
F—4	Washta	442
J—3	Waterloo	75,743
J—23	Waterville	253
J—3	Watkins	1,243
J—3	Waubeek	473
J—23	Waukon	2,972
J—3	Waukee	1,156
H—21	Wayland	576
J—3	Webb	254
J—3	Webster	765
J—3	Webster City	6,738
J—3	Weldon	250
J—3	Wellman	1,161
J—3	Wesley	469
J—3	West Bend	777
J—3	West Branch	719
J—23	W. Burlington	1,323
J—3	West Chester	213
J—13	West Des Moines	4,252
J—3	Westfield	197
J—20	Westgate	247
J—3	West Liberty	1,602
J—16	West Mitchell	108
J—3	West Okoboji	117
J—5	Westphalia	126
J—3	West Point	843
J—3	Westside	273
J—3	West Union	2,509
J—3	What Cheer	1,335
J—3	Whiting	688
J—3	Whittemore	671
J—3	Wilton	2,227
J—3	Willey	86
J—3	Williamsburg	1,302
J—20	Williamsburg	1,308
J—3	Williams	646
J—3	Wilton	1,146
M—23	Winfield	1,065
J—3	Winterset	3,631
G—21	Winthrop	546
J—3	Woden	246
J—3	Woden	305
K—4	Woodbine	1,467
J—13	Woodburn	324
J—3	Woodward	695
J—3	Woolstock	271
J—3	Worthington	256
J—24	Wyoming	656
J—10	Yale	287
J—3	Yetter	135
F—6	Yorktown	197
H—14	Zearing	476
H—25	Zwingle	118

STATE HIGHWAY COMMISSION

H. J. Ahlers, LeMars
S. Ray Emerson, Creston
F. B. Gilbert, State Center
John J. Swaner, Iowa City
Sanford Zeigler, Fairfield

F. R. White, Chief Engineer, Ames

STATE PARKS

Eighty-six state-owned recreation areas, comprising more than 35,000 acres, are scattered throughout the state. They are so located as to serve the recreational needs of the greatest number of people, and their popularity is evidenced by the large number of visitors they receive each year. These areas have been chosen for their scenic, historic or scientific values, and have been developed to preserve their natural characteristics.

The following partial list of these areas may aid you in locating the more important areas on the map. A more complete description of each area and the facilities it affords may be obtained by addressing the Iowa State Conservation Commission, Jewett Building, 914 Grand Avenue, Des Moines, Iowa.

STATE PARKS	LOCATION
Backbone	Southwest of Strawberry Point
Dolliver Memorial	Southeast of Fort Dodge
Geode	Southwest of Danville
Lacey-Keosauqua	South of Keosauqua
Lake MacBride	North of Iowa City
Ledges	Northwest of Boone
McGregor Area	South of McGregor
Nine Eagles	Near McGregor
Palisades-Kepler	Southeast of Davis City
Pilot Knob	Southeast of Cedar Rapids
Springbrook	East of Forest City
Stone	Northwest of Guthrie Center
Waubonsie	Northeast of Sioux City
Wild Cat Den	Southwest of Sidney
	Northeast of Muscatine

HISTORIC MONUMENTS	
Fort Atkinson	Southwest of Calmar
Galland	North of Keokuk
Indian Village	East of Sutherland
Plum Grove	In Iowa City
National Monument	North of McGregor
Abbie Gardner Sharp Cabin	In Arnolds Park
Turkey River Mounds	Clayton County
Fish Farm Mounds	North of Lansing

THE COVER PHOTOS

Right—Winter Solitude in the Ledges. Photo by J. R. Sharman

Left—U. S. Highway 169 South of Winterset.

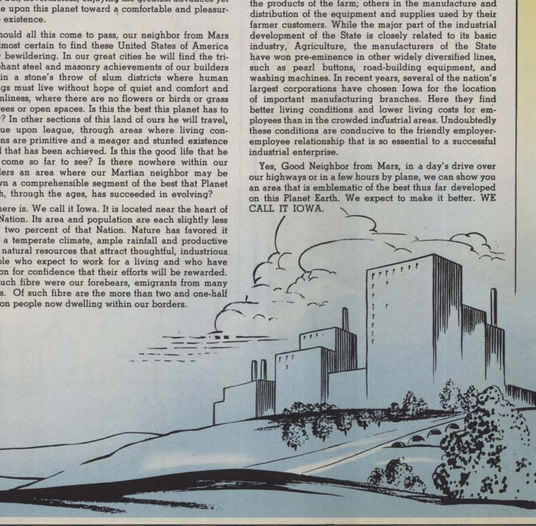
We call it Iowa

Some day, when the mystery of space is no longer a mystery and men and women from planets are successfully accomplished, a neighbor from Planet Mars may visit Planet Earth. Should he do so, doubtless he will be curious to learn the way of the living creatures that are in ascendancy on Planet Earth. It is certain that in due time he will be directed to the United States of America, there to behold a land and a people filled with imperfections but, nevertheless, enjoying the greatest advances yet made upon this planet toward a comfortable and pleasurable existence.

Should all this come to pass, our neighbor from Mars is almost certain to find these United States of America very bewildering. In our great cities he will find the triumphant steel and masonry achievements of our builders within a stone's throw of slum districts where human beings must live without hope of quiet and comfort and cleanliness, where there are no flowers or birds or grass or trees or open spaces. Is this the best this planet has to offer? In other sections of this land of ours he will travel, league upon league, through areas where living conditions are primitive and a meager and stunted existence is all that has been achieved. Is this the good life that he has come so far to see? Is there nowhere within our borders an area where our Martian neighbor may be shown a comprehensible segment of the best that Planet Earth, through the ages, has succeeded in evolving?

There is. We call it Iowa. It is located near the heart of the Nation. Its area and population are each slightly less than two percent of that Nation. Nature has favored it with a temperate climate, ample rainfall and productive soil; natural resources that attract thoughtful, industrious people who expect to work for a living and who have reason for confidence that their efforts will be rewarded. Of such fibre were our forebears, emigrants from many lands. Of such fibre are the more than two and one-half million people now dwelling within our borders.

In today's complex social order we are all specialists. Through the centuries we have found it efficient for the individual or group to learn to do certain things well, and to exchange the resulting products of their efforts for the surplus products of other specialists. In Iowa we are primarily specialists in the production of food. The one million Iowans, for whom the farms of Iowa are home, produce the food consumed by many times their number. We other one million people, dwelling and upon a like area of the earth's surface, are equally successful specialists in the art of food production. And nowhere on this earth is there greater opportunity for a satisfying life than on the farms of Iowa.

Sixty percent of our people dwell in our cities and towns. They too are specialists, but in many different and equally essential fields. Among these are found the usual quota in the professions and in the retail and service fields. Many are engaged in processing and marketing the products of the farm; others in the manufacture and distribution of the equipment and supplies used by their farmer customers. While the major part of the industrial development of the State is closely related to its basic industry, Agriculture, the manufacturers of the State have won pre-eminence in other widely diversified lines, such as pearl buttons, road-building equipment, and washing machines. In recent years, several of the nation's largest corporations have chosen Iowa for the location of important manufacturing branches. Here they find better living conditions and lower living costs for employees than in the crowded industrial areas. Undoubtedly these conditions are conducive to the friendly employer-employee relationship that is so essential to a successful industrial enterprise.

Yes, Good Neighbor from Mars, in a day's drive over our highways or in a few hours by plane, we can show you an area that is emblematic of the best that has developed on this Planet Earth. We expect to make it better. WE CALL IT IOWA.