

564 Million Dollars

New

Buying Power in IOWA

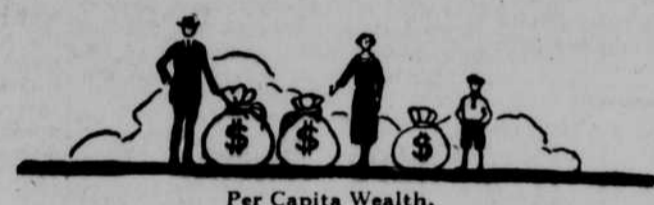


IOWA
is **FIRST** in

Increase of 52 Million Dollars

Increase in Corn alone - - - \$16,310,800
Increase in Oats alone - - - \$24,542,620

Authority for the above statistics: Bureau of Agricultural Economics at the United States Department of Agriculture, Des Moines, Iowa, October 31, 1924.



Per Capita Wealth.



Number of Automobiles on Farms.



Value of Corn, Oats, Horses, Hogs, Poultry and Eggs.



Value of Farm Lands and Buildings.



Total Value of Farm Products.



Estimated Value of Live Stock.



Total Value of Farm Property.



Percentage of Farm Land Improved.



Low Illiteracy.



Farms Equipped with Telephones.

HIS tremendous fortune represents an entirely new wealth extracted from mother earth and does not include the hundreds of millions of dollars of Iowa buying power produced through live stock, industrial enterprises, poultry, etc. Astounding! One of the richest territories in the world has suddenly, within a few short months, become approximately 10 per cent richer.

The tremendous increase in the value of agricultural products in Iowa in the past few months has made this state one of the most prosperous and productive merchandising markets in the United States.

What does this general increase in the prosperity of Iowans mean?

It means that the average Iowa man will have approximately 10 per cent more to spend for clothing, food, smokes, motor cars, gasoline and oil, amusements, office supplies, etc. The average Iowa housewife will have approximately 10 per cent more to spend for clothing, toilet accessories, entertainment, household necessities, etc.; the average Iowa farmer will increase his expenditure for necessities, luxuries, farm equipment, etc., approximately 10 per cent.

Therefore millions of dollars more will be spent in Iowa in 1925 for advertised products than was spent in 1924.

Will the local dealer have a sufficient supply of your products in stock to meet this tremendous increase in consumer demand?

Read thoroughly through the following facts; get an idea of the many reasons why Iowa has developed into one of the most ideal markets in the world in which to market your merchandise.

Iowa's savings deposits have increased 23.2 per cent in four years.

57 Per Cent a City and Town State

Fifty-seven per cent of Iowa's population live in cities and towns. The other 43 per cent who live on farms are closer to a store than most large city residents are to their business district. With an automobile for every four persons, no resident lives more than 20 minutes by auto from his nearest store.

Rural Iowa should be treated as a suburban market in any sales plan.

These members of the Iowa Daily Press Association will (actually) help you merchandise your products that are advertised in the newspapers published by the members of the association.

Retailers and jobbers in Iowa are heartily in accord with the Iowa plan and will give their cooperation to make a sales campaign in Iowa successful.

We suggest that you ask your Iowa distributor what form of advertising medium he believes is most productive and assuring of quick returns.

What more ideal conditions could you expect?—a rich market, with facilities for quick, intensive distribution, pledged cooperation from each publisher and from Iowa jobbing associations, and a combined newspaper circulation of 580,272 at a cost of only \$1.82 per agate line.

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|--------------------------------|--------------------------------------|------------------------------|
| Ames Tribune | Des Moines Capital | Muscatine Journal |
| Atlantic News-Telegraph | Des Moines Register and Tribune-News | Newton News |
| Boone News-Republican | Dubuque Times-Journal | Oelwein Register |
| Burlington Gazette | Ft. Dodge Messenger & Chronicle | Oskaloosa Herald |
| Burlington Hawk-Eye | Ft. Madison Democrat | Ottumwa Courier |
| Cedar Rapids Gazette | Iowa City Press-Citizen | Sioux City Journal |
| Centerville Iowegian & Citizen | Keokuk Gate City | Sioux City Tribune |
| Council Bluffs Nonpareil | Marshalltown Times-Republican | Washington Journal |
| Davenport Democrat | Mason City Globe-Gazette | Waterloo Evening Courier |
| Davenport Times | | Waterloo Tribune |
| | | Webster City Freeman-Journal |

THE IOWA DAILY PRESS ASSOCIATION

Council Bluffs, Iowa

The farms of Iowa are worth more than the farms of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, Maryland, West Virginia, South Carolina, Florida, Alabama, Arizona, Utah, Nevada, New Mexico, and Wyoming combined.

The increase in the value of Iowa farm land in the last ten years is greater than the increase in the value of ALL farm land in Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Arkansas, Louisiana, and Oregon combined.

The Iowa corn crop is greater in value than the wheat crop of Canada or Argentine.

The annual corn crop in Iowa is worth more than the annual yield of either iron ore, anthracite coal, or the products of all the gold, silver, or copper mines of the United States.

Study the illustrated column on the left and see the features in which Iowa leads all other states.

Where Every Family Takes a Daily Newspaper

Iowans not only prefer the daily newspaper to all other kinds of publications but consider it an indispensable necessity of their daily lives.

The people of Iowa spend more money annually for Iowa Daily newspapers than they do for nine leading national magazines, two state and seven national farm papers and four woman's national magazines combined. In fact the combined circulation of the Iowa Daily newspapers is greater than the number of families in the state.

Send for New 1925 FREE BOOK

The new 1925 "IOWA" booklet containing the latest, most complete, and detailed information relative to the rich Iowa market, its distributing facilities, population, automobiles, telephones, public utilities, newspaper circulations, rates, etc., is off the press. It will be sent FREE to representatives of business firms (only) who have problems that do or could relate to Iowa. Please use business stationery when writing and state reason for asking for information.

