



Why IOWA is One of the Richest Markets in the World

Ten per cent increase in 1924 crop value making total of 564 millions dollars.

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

Iowa is FIRST in per capita wealth. Iowa is FIRST in number of automobiles on farms.

Iowa is FIRST in value of corn, oats, horses, hogs, poultry and eggs. Iowa is FIRST in value of farm lands and buildings.

Iowa is FIRST in total value of farm products.

Iowa is FIRST in combined value of live stock.

Iowa is FIRST in total value of farm property.

Iowa is FIRST in percentage of farm land improved.

Iowa is FIRST in low illiteracy.

Iowa is FIRST in farms equipped with telephones.

Sell it at Home—in IOWA

Much has been said about "Seeking the Pot of Gold at the End of the Rainbow," and "The Grass on the Other Fellow's Yard Always Looking Greener," but a few conditions existing in Iowa to-day are the best examples of these proverbs. Therefore this message is directed to those few Iowa Manufacturers who are now merchandising foreign markets at a much greater selling cost than is necessary in their home state—IOWA—one of the richest territories in the world.

ANALYSIS of a contemplated market is of vital importance. A brief outline of the important factors necessary for a successful merchandising campaign has been made in the following paragraphs.

THE MARKET. Iowa is a market of 2,404,031 people with its illiteracy less than 1 per cent. One automobile and one telephone for every five persons. A per capita wealth of \$3,539. There are 370,000 electric meters, and 9,000 individual lighting and power plants in rural homes. The paragraph at the top of this page gives the most important reasons why Iowa is a rich, prosperous market.

Iowa's pocketbook's bulging, \$564,000,000 annually from crops, \$406,000,000 annually from live stock, \$70,000,000 from poultry, \$745,000,000 from industry, \$55,000,000 from dairy products and \$36,000,000 from coal—that is a fair representation of Iowa's annual income. The most important thing to remember is that from crops alone, Iowa's buying power in 1925 is 10 per cent greater than in 1924.

DISTRIBUTION AND COOPERATION. No time need be taken on the question of freight and transportation costs, that these are reduced to a minimum is self evident.

State jobbing associations and retail distributors have heartily endorsed the Iowa Plan and the Iowa publishers

listed below will actually help you gain proper distribution and make your sales campaign in Iowa a success. These endorsements and the pledge of cooperation are explained in detail in the book mentioned below.

ADVERTISING. The necessity of creating and maintaining consumers demand is, in the present day and age, recognized as one of the most vital elements in successful selling. Every effort is justly made to reach through advertising, the largest percentage of the desired market at the lowest possible cost.

The answer to this problem is simple. There are 550,000 families in the state and the combined circulation of the Iowa Daily Newspaper is 580,272. This complete coverage and 100 per cent cooperation can be bought for only \$1.82 per agate line. Where else can advertising be bought so cheap? Ask your distributor what form of advertising medium he believes is most productive.

Since much consideration is given to "Reader Confidence" and "Reader Interest" let us add that more money is spent annually in Iowa for Iowa Daily newspapers than is spent for 9 leading national magazines, 2 state and 7 national farm papers and four woman's national magazines combined.

NEW 1925 IOWA BOOK has just been completed and will be sent on request. It contains the latest and most complete information and data on the Rich Iowa Market, its distributing facilities, analysis of population, automobiles, telephones, public utilities, newspaper circulation, rates, etc. It is of interest to every president, salesmanager, advertising manager, and salesman. Send for it to-day. Will be sent free to representatives of business firms only. Please use business stationery and state reasons for asking for information.

The IOWA DAILY PRESS ASSOCIATION COUNCIL BLUFFS, IOWA

Ames Tribune
Atlantic News Telegraph
Boone News Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat

Davenport Times
Des Moines Capital
Des Moines Register and Tribune-News
Dubuque Telegraph-Herald
Dubuque Times-Journal
Ft. Dodge Messenger & Chronicle
Ft. Madison Democrat

Iowa City Press-Citizen
Keokuk Daily City
Marshalltown Times-Republican
Mason City Globe-Gazette
Muscatine Journal
Newton News
Oswego Register
Oskaloosa Herald

Stinson Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune
Webster City Freeman-Journal

