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WHITE POLE ROAD SCENIC BYWAY
Corridor Management Plan

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Prepared by Teddi Yaeger
for White Pole Road Scenic Byway

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Prepared for: The White Pole Road Scenic Byway Board as well as the stakeholders, residents, and visitors that frequent the communities and roadways within the Byway Corridor.

Prepared by: Teddi Yaeger

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SECTION I: INTRODUCTION



Menlo Man

INTRODUCTION

Acknowledgements

As part of the Iowa Byways Sustainability Project, the White Pole Road Scenic Byway (WPR) has installed Iowa Byways/WPR branded signage along the route, removed or replaced prior White Pole Road signage, conducted multiple stakeholder meetings, distributed a semi-annual newsletter, and created this Corridor Management Plan.

We appreciate the guidance from the Iowa DOT and other Iowa byways in the development of this Corridor Management Plan. We also wish to acknowledge the many volunteers who have assisted in the development of the White Pole Road and its achievement of becoming one of Iowa's byways. While we likely will accidentally leave someone off of the following list (we apologize in advance), we do want to thank these vital volunteer stakeholders:

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The following professionals helped coordinate/contribute to this plan:

- Tom Smull, White Pole Road Scenic Byway Executive Director
- Brenda Dudley, Stuart Chamber of Commerce Executive Director
- Robert Cook, White Pole Road area historian
- Liz Gilman, White Pole Road area historian

The Board of Directors of the White Pole Road Development Corporation provided vital oversight and support of the preparation of the Corridor Management Plan.

The board includes:

- John Fisher, President (Adair)
- Audrey Wells, Vice President/Secretary (Stuart)
- Steve Kroeger, Treasurer (Menlo)
- Marilyn Boyle (Dexter)
- Colleen Mullen-Conrad (Casey)

This Corridor Management Plan was prepared by Teddi Yaeger under contract with the White Pole Road Development Corporation.

I.1 Byway Description

Since 1910, White Pole Road has beckoned to motorists, first by offering a straighter, more level, and shorter route across the western part of the state with a town every five to six miles. Today, while running parallel to the bustling interstate, the White Pole Road Scenic Byway offers travelers the rare opportunity to slow down long enough to enjoy the agricultural vistas and five friendly, rural communities that represent the true fabric of America.

Iowa's first certified state route, White Pole Road's 700 painted telephone poles guide motorists along the 26-mile scenic byway. From the site of the world's first moving train robbery committed by the infamous Jesse James Gang in Adair, to a well-worn path still marked with authentic wagon wheel ruts in Casey, past the 12-foot tall metal waving gas man in Menlo, and the former Rock Island Railroad Depot in Stuart where a stranded Jack Kerouac hung out while *On the Road*, to the last stand of the Barrows Gang and their stolen Model Ts at Dexfield Park, the White Pole Road Scenic Byway captures the nostalgia and glory of transportation days gone by, reminding travelers that the journey is sometimes just as important as the destination.

I.2 Background

The White Pole Road Scenic Byway achieved official state byway status in 2016 after functioning as a 501(c)3 tourism and development group for many years. Since White Pole Road had been in existence for a number of years, it had already developed its own branding, signage, maps, events, and promotion, some of which could be carried over to the new official byway, but much of which needed to be re-worked or further developed to meet the criteria of the state byways program. Upgrades included new branding and logo, maps, signage along the route, and the hiring of a professional executive director. Fortunately, funding from the Iowa Department of Transportation through the Statewide Byways Sustainability Program assisted with many of these investments.

White Pole Road was fortunate to be designated as one of the latest (and potentially last) Iowa Byways, along with the Covered Bridges Scenic Byway and Jefferson Highway Heritage Byway, bringing the total number of Iowa Byways to fourteen.

The White Pole Road Scenic Byway starts at Exit 75 off Interstate-80 near Adair and runs parallel to the Interstate for 26 miles to Exit 100 near Dexter. A very similar route through the region had been called “The White Pole Road” in the early 20th century and a development group of volunteers from the five communities of Dexter, Stuart, Menlo, Casey, and Adair decided to appropriately name their new development group “The White Pole Road Development Corporation” in 2002.

The mission has always been to create a local tourism industry that brings visitors and related revenues to each of the five communities and to improve the quality of life for their residents. The same corporation continues to not only strive for that mission with the help of the Statewide Byways Sustainability Program, but to enhance and expand that mission as per the updated vision and mission statements

developed in the process of this Corridor Management Plan (CMP).

The public was encouraged to participate in every phase of the CMP’s development and through implementation as well. Area leaders in tourism, economic development, business, Chambers of Commerce, county supervisors, engineers, and conservation board directors were engaged in the process. Since the route was already established, these constituents focused on ways to improve traveler and resident experiences.

I.3 Corridor Management Plan

According to Scenic America (www.scenic.org), a “Corridor Management Plan (CMP) is a written plan developed by the communities along a scenic byway that outlines how to protect and enhance the byway’s intrinsic qualities and character that define their byway corridor.” CMPs are “living documents that outline the goals, strategies, and responsibilities for preserving and promoting the byway.” Most are developed by the byway’s principal stakeholders.

The Corridor Management Plan is designed to:

- Share the vision and goals for the byway
- Provide a catalog and an assessment of the byway corridor’s most significant assets/resources (including the condition of each asset and who is responsible for its preservation)
- Identify possible improvements or additions to the byway
- Recommend interpretative signage and sites
- Identify, educate and engage stakeholders
- Facilitate cooperation between local, regional and state agencies, boards, commissions and other groups and individuals to work toward shared goals and in the best interest of the byway and its assets
- Help preserve and enhance the byway’s assets/resources
- Record and monitor the condition and safety of the roads along the byway route, as well as the accessibility of the byway’s assets

and interpretative signage

- Improve coordination of tourism and marketing efforts among the byway's communities and ensure a singular, cohesive marketing message and branding of the byway
- Track the economic impact of the byway and identify possibilities for increasing spending in the byway's communities

A CMP is meant to be flexible and change as needed according to developments along the byway corridor and in the community, and is often guided by the "14-point plan" recommended by the National Scenic Byways Program.

The Federal Highway Administration (FHWA) lists 14 components that must be in any CMP included in a byway's application for national recognition. The FHWA requirements for a CMP are:

1. A map identifying the corridor boundaries, location of intrinsic qualities, and land uses in the corridor. (U. S. Geological Survey maps of the corridor region are ideal.)
2. An assessment of the byway's intrinsic qualities. The end product is typically a catalog of the byway's scenic, historic, natural, archaeological, cultural, and recreational qualities.
3. A strategy for maintaining and enhancing each of the byway's intrinsic qualities. (What would you want the byway corridor to look like in 10-15 years and how will you get there?)
4. A list of the agencies, groups, and individuals who are part of the team that will carry out the plan. (Be sure to include a description of each individual's responsibilities and a schedule of when and how you will review their progress.)
5. A strategy for how existing development along the corridor might be enhanced and how to accommodate new development while preserving the byway's intrinsic qualities. (Many communities have long-term land use plans that can be adapted for this purpose.)
6. A plan for ongoing public participation. (This might include

forming a CMP steering committee made up of local citizens, a schedule of regular public meetings, or a byway management planning forum.)

7. A general review of the road's safety record to locate hazards and poor design and identify possible corrections. Identify ways to balance safety with context-sensitive highway design practices that accommodate safety needs while preserving the road's character.

8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles, as well as bicyclists, joggers, and pedestrians. (Some CMPs incorporate plans to apply for Federal Transportation Enhancement funds to pay for the installation of special bicycle lanes along the byway or the creation of hiking trails.)

9. A listing and discussion of efforts to minimize irregular intrusions on the visitor's experience of the byway. (This might include landscaping to screen an industrial site, relocating utility wires and poles, or planning for the sensitive location of wireless telecommunications towers along the byway.)

10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising. Federal regulations prohibit all new billboards along designated scenic byways that are classified as federal-aid primary, national highway system, or interstate roads. States are free to impose stricter controls on billboards along scenic byways. Your CMP should also address the continuous designation of the road to ensure that billboard companies will not be able to find a loophole in your byway designation that would allow them to erect billboards along the corridor.

11. A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way. This includes, where appropriate, signs for international tourists who may not speak English fluently. (Two popular and effective ways of addressing this issue are logo signs and tourist-oriented directional signs (TODS). Logo signs

are located on interstate highway rights-of-way and advertise gas, food, camping, and lodging at nearby exits. Highway-oriented businesses can advertise their company's symbol, name, trademark, or a combination of these things on a logo sign. TODS indicate only the name of local attractions, mileage to the establishment, and direction.)

12. Plans for how to market and publicize the byway. Most marketing plans highlight the area's intrinsic qualities and promote interest in the byway that is consistent with resource protection efforts and maintenance of the byway's desired character.

13. Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway's intrinsic qualities. Byway groups should work with their state department of transportation to adopt context-sensitive highway design standards for the byway. Context-sensitive design takes into account the area's built and natural environment; the environmental, scenic, aesthetic, historic, community, and preservation impacts of a road project; and provides access for other modes of transportation.

14. A description of what is planned to explain and interpret the byway's significant resources to visitors. Interpretation can include visitor centers, leaflets, audio tours, information panels, and special events. In this category, creativity makes a big difference.

1.4 What is a Scenic Byway?

According to the National Scenic Byway Foundation, a scenic byway is a public road having special scenic, historic, recreational, cultural, archeological, and/or natural qualities that has been recognized through legislation or some other official declaration. Scenic Byway refers not only to the road itself but also the corridor through which it passes. Byways offer driving experiences that lead to many "off the beaten path" roadways where drivers can explore and experience the scen-

ery, culture, history, and special features of an area, providing opportunities that might otherwise be missed. Essentially, byways could be considered as roads that tell a story—gateways to unique adventures and paths to better understand the nation's history and cultures. The distance the corridor extends from the road may vary due to the different intrinsic qualities associated with its scenic byway designation. The features associated with the intrinsic qualities are considered to be representative, unique, irreplaceable, or distinctly characteristic of the area, region or country.

The first coordinated national scenic roads effort began when President Kennedy established the Recreation Advisory Council in 1962, which recommended the development of a national program of scenic roads and parkways. President Johnson called for a White House Conference on Natural Beauty in 1965, with one of its most important discussions being on scenic roads. The same year, the U.S. Congress enacted the Highway Beautification Act. While this provided for scenic preservation programs, any further action was delayed until the Federal-Aid Highway Act of 1973. In July of 1988, the Federal Highway Administration co-sponsored a conference called "Scenic Byways '88: A National Conference to Map the Future of America's Scenic Roads and Highways." The National Scenic Byways Program was later established as a part of the U.S. Department of Transportation, FHWA. The U.S. Secretary of Transportation recognized 150 National Scenic Byways or All-American Roads in 46 states from the creation of the program in 1991 to its temporary closure in 2013. As of January 21, 2021, there are 184 National Scenic Byways located in 48 states (all except Hawaii, and Texas).

The National Scenic Byways Program defines intrinsic quality as: "features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area." Intrinsic qualities arise from a byway's particular combination of resources that define its character, interest and appeal. These resources are the special views, places, buildings, sites and other features that residents enjoy and that provide the byway's drawing power and interest for travelers. A resource can be natural, such as a river, landform or lake; or it may be the result of human ac-

tivity, such as a historic building, battle site, or well-designed parkway.

According to the National Scenic Byways Program, there are six intrinsic qualities to a byway. Those are Archaeological, Cultural, Historical, Natural, Recreational, and Scenic.

1.5 Iowa's Scenic Byway Program

The Iowa Scenic Byway Program was developed by the Iowa Department of Transportation (DOT) in 1988 to identify, protect and enhance roadways in Iowa which exemplify the state's scenic, natural, historic, cultural, archaeological and recreational resources.

The program goals are:

- To identify and designate roads that are uniformly high in visual and/or heritage quality, and represent the scenic and historic character of Iowa;
- To preserve, protect, and enhance the naturally scenic vistas and resources along the route.

This effort is carried out through volunteer work and cooperation between interested citizens, organizations, local governments, and the DOT. Individual byways are responsible for creating a Corridor Management Plan and an Interpretive Master Plan, managing the byway, recruiting stakeholders, and funding tourism and promotional plans (including applying for grants to help cover the costs).

Scenic Byways are one of Iowa's most popular and important attractions. Online searches for byway information is usually the top search on the state's tourism website, www.traveliowa.com, according to Travel Iowa. Some of the biggest draws for Iowa are its natural and rural beauty which is what scenic byways are all about. Pulling people off the interstates and other major roads to experience our small towns and secondary roads benefits the economies of the byway towns, and makes for a more relaxed and happier traveler.

There is growing recognition among state leaders that tourism and

economic development go hand-in-hand. Our rolling hills, rural landscapes, farms, and charming small towns with historic buildings are a draw for our own residents, and also for non-Iowans who enjoy leisurely driving. The goal is to encourage more of this by marking and promoting certain roads in key areas and thus the state Byways program was created.

The Iowa DOT helps fund the byways through the Statewide Byways Sustainability Program and contracts with each byway organization to fulfill and improve the intrinsic qualities of its byway. Close coordination and tracking helps byway leaders strategically implement the goals of the Corridor Management Plan each byway has developed.

The criteria used to objectively evaluate a roadway's potential for inclusion in the State Byways program include: 1) what a person sees along the route, 2) quality of the view, 3) how long one sees a view, 4) quality of presentation, 5) type of activity along the route, 6) visual character of the road, and 7) monotony versus variety. The program also requires an inventory and evaluation of designation routes to determine continuing eligibility in the program every four years.

Byways may be removed from the system if undesired development or deterioration has occurred to damage the route's original scenic or heritage qualities. The four-year re-evaluation encourages the sponsors to provide for the protection and preservation of the route's scenic and heritage qualities on an ongoing basis.

The state of Iowa, through the Iowa DOT and Iowa Tourism Office, has collaborated to help improve travelers' experiences, allowing them to enjoy the uniqueness of our state's attractions. An example is their website, Travellowa.com, which features many of Iowa's events and attractions, and links them to the Travel Iowa Byways' landing pages found at lowabyways.org.

Designated Iowa Byways® share the unique Iowa Byways brand. The individual logos were collaboratively created at the same time to extend the brand with graphic images representing each byway's most notable characteristics.

Iowa DOT continues to support the overall brand and market presence of the byways through:

- Logo registration with the Secretary of State Brand Guidelines and Management of Approved Uses
- Iowa Byways Official Travel Guide, printed and distributed through many channels
- www.traveliowa.com/getinspired/the-scenic-route/12/
- Graphic representation on the Iowa Transportation Map
- Cooperation with Travel Iowa
- Coordination of the Travel Iowa Guide Iowa Byways pages
- Byways graphics and design assistance for promoting all Iowa Byways

Iowa's three national byways and eleven state byways are comprised of two Heritage Byways and twelve Scenic Byways. They offer a plethora of landscape, historic sites and buildings, interpretive kiosks and many things to do and see.

The byways include:

- Covered Bridges Scenic Byway
- Delaware Crossing Scenic Byway
- Driftless Area Scenic Byway
- Glacial Trail Scenic Byway
- Grant Wood Scenic Byway
- Great River Road National Scenic Byway

- Historic Hills Scenic Byway
- Iowa Valley Scenic Byway
- Jefferson Highway Heritage Byway
- Lincoln Highway National Heritage Byway
- Loess Hills National Scenic Byway
- River Bluffs Scenic Byway
- Western Skies Scenic Byway
- White Pole Road Scenic Byway



1.6 White Pole Road Scenic Byway Designation

In 2016, the Iowa Department of Transportation awarded the designation of three new scenic and/or heritage byways in the state of Iowa, including the White Pole Road Scenic Byway.

The White Pole Road concept was developed at a series of public meetings involving representatives from all five communities, including private sector, public sector and individual volunteers. In-depth re-

search of the history of Iowa's river-to-river roadways, and especially of the various historic routes that eventually became the White Pole Road, was conducted to understand how the roadway impacted the area. Additional research was conducted to determine existing attractions, scenic views and events, then to determine which of these items to promote and develop. The original core group stayed involved and continues to meet monthly from April through October or as needed.

1.7 Benefits of a Byway Designation

“Strong scenic byway programs preserve the beauty of the designated scenic corridors, which reaps rewards by protecting community character while providing economic opportunities in tourism and recreation.” (www.scenic.org)

Byway designation provides the following:

- Promotes the culture and natural beauty of an area
- Interprets the natural resources of an area which helps promote interest in their protection
- Attracts visitors and economic activity
- Encourages smart development and growth
- Provides travelers with a relaxing and enjoyable experience
- Guides visitors to interesting sites, some not necessarily well-known
- Contributes to regional greenways, heritage sites and trails
- Preserves community characteristics and fabric
- Creates ties between communities with a shared vision
- Scenic byways reflect the unique qualities of the region and include the roadway, communities and attractions in the immediate vicinity of the roadway
- They also promote the nearby “corridor” - communities and attractions near, but not directly on the route - extending the benefits they provide

1.8 Route Description

The 26-mile White Pole Road Scenic Byway route is located along F65 (a.k.a. the old State Highway 925, the old US Highway 6, or now White Pole Road). It was Iowa's first certified state route. Poles along the route were painted with a six-foot band of white to keep travelers on course long before the highway numbering system. This was once a historic auto trail known as “Great White Way.” The route runs parallel to Interstate 80, beginning at Exit 76 to the west at Adair, or at Exit 100 at Dexter to the east.

White Pole Road runs through Adair, Guthrie and Dallas Counties, and the communities of Adair, Casey, Stuart, Menlo, and Dexter.

The WPR Scenic Byway offers beautiful rural vistas and an opportunity to experience Americana in a leisurely way. It offers travelers an easy respite on their journey across the country, or serves as a fun destination for people wanting to get an in-depth feel of the charm of rural Iowa. It comes by its status as a designated byway honestly, having at one time been part of the first statewide route from the mighty Mississippi to the beautiful Missouri River.

WPR offers many historic sites that illustrate the story of communities trying to develop themselves through transportation. Examples include the site of the first train robbery by Jesse James near Adair, the Bonnie and Clyde shoot-out site in rural Dexter, and the beautiful Saints Center in Stuart (a restored building that was once a Catholic Church and the victim of arson).

In the town of Adair, WPR actually marks the ridge of the great watershed divide between the Mississippi and Missouri Rivers in Iowa. The town was originally called “Summit Cut” because of this geological feature.

On the historic gravel/dirt portion of our road just north of Casey,

one can take in a scenic view of actual wagon trail ruts from a long abandoned route that ran along the fence line north towards the county seat of Guthrie Center. Unless marked and preserved, most people wouldn't realize its significance.

Another transportation feature for railroad enthusiasts is that WPR travels along the old Chicago, Rock Island and Pacific Railroad and never does get more than a mile away from the tracks. This was done on purpose to make it easy for farmers to get their products to the railroad station.

Resources like the wagon trail, railroad, and Interstate 80 running parallel to WPR, all emphasize the importance and progression of transportation through the WPR corridor over the years. The well-worn path of WPR was first taken by covered wagons, then by rail, followed by Model T's and other classic automobiles, and then the development of the interstate, illustrate how important WPR has been in moving the nation westward.

Now the well-situated WPR Scenic Byway allows daily traffic that passes by the WPR Corridor along I-80 (an average daily count of 21,350 vehicles) the option to slow down and enjoy some of Iowa's finest rural communities. All along WPR are century farms and agricultural vistas nestled among traveler amenities such as gas stations, cafes, and attractions.

The area around WPR served as the nucleus for Iowa's first certified state route by the Iowa State Highway Commission back in 1914. The White Pole Auto Club (a.k.a. Southwestern Iowa Auto Club) used to meet in Menlo, and area leaders would encourage motorists to travel between Des Moines and Atlantic along the route. It became a rival to the River-to-River Road which passed to the north. When these two routes merged into what became Highway 6 (and ultimately I-80), the western portion of the Great White Way survived. It proved to be the straightest, most level and shortest route across the state with a

town every five to six miles along the way. Through the years it has even attracted more travelers than the infamous Lincoln Highway that competed with it at the time. Thanks to tenacious leaders, especially Judge George Lynch of Adair, this stretch of road endured through all consolidations.

The over 500 telephone poles that have been painted white now guide motorists along the 26-mile route. Beginning at the western gateway city of Adair is the signpost for the world's first robbery of a moving train, committed on July 21, 1873 by the infamous Jesse James gang. You'll be welcomed into the downtown district of Adair by crossing over a viaduct listed on the National Register of Historic Places. This arched concrete bridge with its embellished guardrails and flanking towers opened to traffic in 1924 and is one of only a few open spandrel arch bridges left in the state. The view into downtown Adair reveals original brick streets and charming storefronts.

The next town along WPR heading east, Casey features a Heritage Museum where quilts, memorabilia and family collections illustrate what life was like in this small agrarian community. Heading north along McPherson Street to 340th Street, travelers can spy wagon trail ruts traversing the field, or visit an old Quaker cemetery north of 340th Street just past Maple Avenue.

There are two famous large rocks just off WPR along the western route. One is the Slayton Rock which is 16 feet high, 14 feet wide, 58 feet around, and weighs 500,000 pounds! It took 3,000 horsepower to move this behemoth from a nearby farm field for display. The other rock is a 56-ton Freedom Rock, well-known for the patriotic images painted on it by Bubba Sorensen each year, which are unveiled on Memorial Day.

One of Menlo's best-known features is an old service station sign commissioned in 1934 by Kalbach Oil that has recently been restored and outlined once again with neon. It captures the nostalgia of transportation during the "glory days" of U.S. Highway 6. The next project for that site will be restoring the actual brick gas station to serve as a

WPR welcome center and auto trail museum.

The town of Stuart features the former Rock Island Railroad Depot, built in 1879 and the last link to the town's bustling railroad days. Before moving to Valley Junction in West Des Moines, Stuart was the site of the Rock Island Railroad Division Station and Machine Shops - yet another transportation feature. The depot also hosted a famous writer, Jack Kerouac, who became stranded there on his journey across the U.S., which he mentions in his bestselling novel *On the Road*. The depot is listed on the National Register of Historic Places, as are the Sexton House Hotel (Hotel Stuart) across the street from the depot and the historic All Saints Catholic Church.

The former church was the victim of a hate crime and the building was restored with help from grants such as Vision Iowa. All Saints now serves as the Institute for Religion and Peace Learning Museum, as well as an event center for the region. The structure has been called one of the finest examples of Byzantine and Romanesque architecture in the Midwest and was once named "The most beautiful church in Iowa" by the readers of the *Des Moines Register*.

Before leaving Stuart, travelers may visit the site of a Bonnie and Clyde bank robbery which took place on April 16, 1934, about a month before the famous duo was shot dead in Louisiana. This was the First National Bank of Stuart.

The final town on WPR is Dexter, a place that Bonnie and Clyde also frequented. One of Iowa's biggest shoot-outs happened on July 24, 1933 at the site of what was once Iowa's largest entertainment park - Dexfield Park. Local law officials and temporarily-deputized citizens engaged in a gun battle with the "Bloody Barrow Gang." Bonnie, Clyde and W.D. Jones escaped, while Buck and Blanche Barrow were wounded and later captured. The photograph of this capture was made famous worldwide by the *Des Moines Register*.

Not far from Dexfield Park was the site of the National Plowing Matches on September 18, 1948, featuring President Harry Truman

and family. One of the biggest crowds ever assembled in our state - 100,000 people - were on hand to hear the speech that has been credited as the turning point in the Truman presidency.

Another site along WPR that is on the National Register of Historic Places is the Roundhouse Community Center in Dexter. This unique elliptical engineering feat was built in 1916 by Major Matthew King, a well-known agricultural engineer who patented the building's hollow clay tile blocks while working at Iowa State College. The 30-foot high ceiling is self-supported by a tension ring at the base of the dome. When it was completed, residents worried the roof would fall down. To prove it was safe, builders drove a Model T around the roof!

Dexter has a museum which features documentation of President Taft and Truman's visits, as well as the surprise visit by the Barrow Gang, along with other important city artifacts.



I.9 Byway Corridor

The term "Byway Corridor" includes the surrounding area along the roadway. In some cases, the corridor is expanded to include local points of interest that are not directly on the byway, but contribute to its intrinsic value. Beyond the byway, travelers can experience and enjoy trails, parks, natural prairie, museums, historic sites, and more. WPR runs through Adair, Guthrie and Dallas Counties, and the communities of Adair, Casey, Stuart, Menlo, and Dexter, which will be

included as part of the WPR Scenic Byway corridor.

1.10 Types of Scenic Byways

The first level of designation is as a “State Byway” which can be either a Scenic Byway or a Heritage Byway, depending on whether the byway’s assets and resources are predominantly scenic or historic in nature. As of January 2022, Iowa has eleven state-designated as well as three nationally designated scenic byways—Great River Road National Scenic Byway, Lincoln Highway National Heritage Byway and Loess Hills National Scenic Byway. A byway must first be designated as a State Byway before it will be considered for designation as a National Byway.

The third level of designation is an “All American Road.” Iowa has only one All American Road and that is the Loess Hills National Scenic Byway. A roadway must have been designated a National Scenic Byway before it will be considered for designation as an All American Road.

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration. The program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. Between 1992 and 2012, the National Scenic Byways Program funded 3,174 projects for state and nationally designated byway routes in fifty states, Puerto Rico and the District of Columbia. The U.S. Department of Transportation recognizes certain roads as All-American Roads or National Scenic Byways based on one or more archaeological, cultural, historic, natural, recreational and scenic qualities.

1.11 Byways of Iowa Foundation

In response to the loss of federal funding for the National Scenic Byway Program, the Byways of Iowa Foundation was formed as a 501c3 non-profit in 2016. Their mission is to protect, enhance and promote cultural, natural and scenic resources along Iowa’s byways, fostering

authentic experiences with byway partners and communities to increase visitor-related economic development.

The Byways of Iowa Foundation has five current priorities they are working to implement:

1. Protect and enhance the resources inherent to each of Iowa’s byways:

- Endorse programs and/or projects that preserve scenic, natural, cultural, and historic resources
- Expand native roadside vegetation and beautification efforts
- Increase byway-related tourism and economic development revenue in Iowa
- Support development of outreach marketing materials
- Expand out-of-state advertising strategies
- Conduct or support required research

2. Provide authentic experiences for byway travelers:

- Promote year-round byway experiences and events across all four seasons
- Provide interpretation that interests all age levels, ability levels and learning styles

3. Expand opportunities to experience authentic local art, culture, history, music and food:

- Share “untold stories” about the places, people, features and resources that are unique to each byway

4. Develop and improve traveler infrastructure:

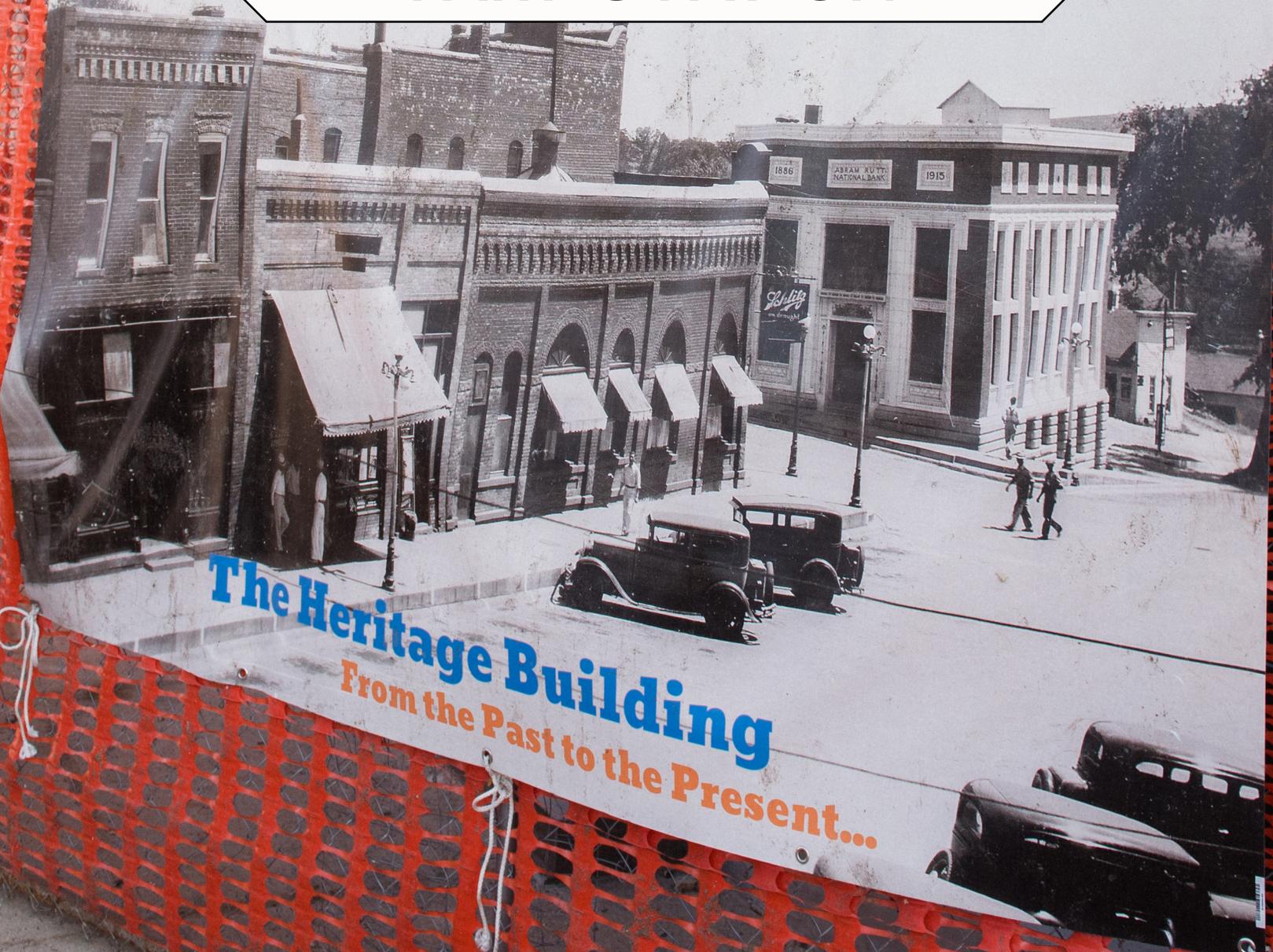
- Develop a unified and cohesive wayfinding system to help byway visitors navigate to and from attractions

- Expand multi-modal transportation options along each byway
- Provide grant funding for scenic overlooks and pullouts for safe viewing of Iowa's scenic resources

5. Educate partners and research opportunities:

- Implement programs that meet the training and education needs of businesses and communities
- Complete research that improves service and quality of experience

SECTION 2: PLANNING & PUBLIC PARTICIPATION



PLANNING & PUBLIC PARTICIPATION

2.1 Introduction

The White Pole Road Development Corporation was established in 2002 by a group of volunteers from the five towns that now comprise the byway corridor – Dexter, Stuart, Menlo, Casey, and Adair - in order to promote economic development through tourism and to protect the cultural heritage and beauty of the corridor. Through the years, volunteers put on events such as progressive dinners, “marathon” garage sales, tractor rides, film festivals, and more. The Iowa DOT designated the White Pole Road as a Scenic Byway in 2016 and a part-time executive director was hired to implement the byway’s sustainability program protocols in 2018.

2.2 Leadership

Many stakeholders were involved in developing the White Pole Road and its Corridor Management Plan, including the public, cities, counties, businesses, community groups, Chambers of Commerce, economic development groups, and preservation organizations. These leaders will assist White Pole Road management in implementing and adapting the Corridor Management Plan.

The board includes:

- John Fisher, Fisher, Fisher & Fisher, P.C., Adair
- Colleen Mullen-Conrad, Casey
- Steve Kroeger, Menlo
- Audrey Wells, Stuart and Dexter
- Marilyn Boyle, Dexter
- Tom Smull, Associations, Inc., Des Moines

Byway Stakeholders and visitors are defined as follows:

- 1) *Byway Stakeholders*: The citizens that live or work in the communi-

ties along the byway and in the byway corridor.

A. Primary Stakeholders: The people or organizations which are directly responsible for protecting, enhancing, developing, and promoting the resources of the WPR corridor. These Primary Stakeholders are ultimately responsible for implementing the strategies, recommendations and tools set forth in this CMP. Primary Stakeholders include officials and staff of the following:

- I. The White Pole Road Development Corporation, local governments, public agencies, boards and commissions of Adair, Guthrie, and Dallas County, and the five cities through which the WPR passes (Adair, Casey, Menlo, Stuart, and Dexter), Iowa Department of Transportation, Iowa Economic Development Authority, Iowa Department of Natural Resources, Iowa Department of Cultural Affairs

B. Supporting Stakeholders - Entities with activities and programs that can directly and indirectly support the actions of the Primary Stakeholders defined above. Important Supporting Stakeholders of the WPR at the local, regional, state, and national levels include, but are not limited to:

- I. *Local Level* - Adair and Stuart Chambers of Commerce, Guthrie County Tourism Council, Greater Dallas County Development Alliance, and Midwest Partnership Development Corporation, Adair County Historical Society, Guthrie County Historical Village and Museum, Dallas County Historic Preservation Commission, community groups and civic organizations, Adair County, Guthrie County, and Dallas County Conservation Boards.

- II. *Regional Level* - County Soil and Water Conservation Districts, Greater Des Moines Partnership, Catch Des Moines, Western Iowa Tourism Region, Central Iowa Tourism Region

- III. *State Level* - Iowa Dept. of Transportation, Iowa Dept. of Natural Resources (DNR), Iowa Tourism Office, Iowa Economic Development Authority, State Historical Society of Iowa, Iowa

Chapter of The Nature Conservancy, Iowa Prairie Network, Iowa Natural Heritage Foundation

C. *Constituent Stakeholders*: Those who support the efforts of the Primary and Supporting Stakeholders by participating in volunteer activities, land management programs, marketing and business planning, and other activities that focus on and support the preservation, conservation, and promotion of the WPR corridor. Constituent Stakeholders are land owners and managers; business owners and operators; interested individuals.

2. *Byway Visitors*: Individuals traveling to the WPR Corridor for any reason, including to tour the byway, visit byway attractions, visit family and/or friends, or to participate in a business trip, recreation, shopping, or any other activity that brings them from outside the byway corridor to WPR.

3. *Byway Tourists*: A subset of Byway Visitors, these individuals are traveling to and along WPR specifically because they understand that it is a byway and they want to experience the byway or byway corridor's intrinsic qualities and attractions.

2.3 Public Input and Outreach

The White Pole Road concept was developed at a series of public meetings involving representatives from all five communities, including private sector, public sector and individual volunteers. In-depth research of the history of Iowa's river-to-river roadways, and especially of the various historic routes that eventually became White Pole Road, was conducted to understand how the roadway impacted the area. Additional research was conducted to determine existing attractions, scenic views and events, and then to determine which of these items to promote and develop. The original core group stayed involved and continues to meet monthly from April through October and as needed.

Resulting activities include:

- A printed map highlighting attractions along the route
- An engaging "audio tour" offered on CD and on the WPR website for self-guided tours
- Interactive activities such as roadway bingo cards printable from the website
- A set of White Pole Road fun fact postcards
- Web and social media presence
- Roadway signage
- News and travel media engagement

The WPR Board and Byway Coordinator worked directly with federal, state, and local city governmental agencies and councils, as well as a variety of local organizations and businesses. Some partner organizations have a presence on the Board; others simply work on projects with WPR staff. Structured input was gathered through specific meetings, sub-groups, committees, research projects, and small group outreach. Specific groups and efforts included, but were not limited to, the following:

1. **WPR Board**: Board members met throughout the CMP planning process as needed to conduct business, share information, and make decisions. The Board decided on priorities, oversaw the budget and spending of funds, and approved written sections of the CMP.
2. **CMP Sub-Committees**: CMP sub-committees were formed to gather information related to specific resources. Sub-committee members were invited or volunteered based on specific areas of expertise or interest. Each CMP committee consisted of 2-4 members who met according to schedules determined by the members themselves. Committee members helped inventory resources, develop strategies for promotion and interpretation, prioritize projects, obtain cost estimates, collect photographs (and stories/histories), and provided topic specific input needed for development of this CMP.
3. **Stakeholders**: WPR Stakeholders participated in CMP planning

sessions, which were organized and conducted as open public meetings in corridor communities. These public meetings were publicized in local newspapers, through e-invitations, and by word-of-mouth. These open meetings provided the opportunity for the Board to educate attendees about the byway and explain the purpose and importance of the byway and the CMP. Attendees were asked to divide into special interest groups and participate in topical discussion. They discussed methods of gathering information and provided input and ideas related to specific resources, as well as around the areas of grant writing and marketing strategies. They also identified potential projects for inclusion in the CMP.

4. Business and Consumer Survey Groups: The Board can distribute surveys to byway businesses, partners and organizations to identify consumer awareness of WPR and gather input for various sections of the CMP. (For example, businesses may be asked to review, test and provide input on various types of marketing material in terms of what they preferred to distribute, changes they would recommend, and the public's response to test market materials.)

5. Private and Public Businesses and Partner Groups: The Byway Coordinator kept an updated list of byway stakeholders, including retail stores, restaurants, lodging facilities, historical society members, libraries, service organizations, and other businesses and individuals along the route.

2.4 Ongoing Public Participation

The WPR Board will continue to encourage and foster public participation beyond the development and completion of this CMP. The CMP is a living document and the Board will continue to collaborate with its partners as it transitions into working to implement the projects it proposes.

The public was encouraged to participate in every phase of the corridor management plan development and will be through implementation as well. Area leaders in tourism, economic development, business, chambers of commerce, county supervisors, engineers and

conservation board directors were engaged in the process. Since the route was already established, these constituents focused on ways to improve the traveler and resident experience.

Through input sessions, stakeholders provided feedback about what makes WPR unique and attractive to travelers. Some of the themes that emerged included:

- The natural beauty along the route
- The experience of small rural towns
- The opportunity to observe Iowa agriculture
- Unique historic sites
- Great small-town restaurants
- Easy on/off of Interstate 80



**SECTION 3:
MISSION, VISION
& GOALS**

MISSION, VISION & GOALS

3.1 Our Mission

The mission of the WPR Development Corporation is to create a tourism industry that brings new visitors and related revenues to each of the five communities and improves the quality of life for its residents.

3.2 Our Vision

The stakeholders and public were asked to envision the future of WPR and what they would like to see developed.

The vision of the WPR Board is to attract more visitors and enhance their experience along WPR, to improve the quality of life for residents in the byway's communities, to leverage the resources and opportunities afforded with the byway designation to enhance the byway, and to increase the following:

- Improvements of some properties along the route to enhance the beauty of the byway
- More involvement with young people living in the area
- Additional interpretive panels for attractions and events

3.3 Goals & Objectives

Goal I: Develop a sustainable byway organization.

- Partner with local, state and federal public and private partners to increase technical and financial support for WPR, including but not limited to, funding for implementation of necessary organizational projects as recommended by the WPR Board.
- Foster an atmosphere of collective planning and implementation between the WPR Board and local, state and federal private and public entities, during planning and implementation of the CMP, in order to foster collaboration and cooperation, and to eliminate any

duplication of efforts.

- Select and secure WPR Board members that individually and collectively represent the cities, counties and businesses within the WPR Corridor, ensuring a wide range of expertise, insight and support for the byway and its communities.
- Maintain a regular schedule for well-planned, well-attended and productive council meetings, and work individually and collectively to ensure participation in those council meetings by a majority of the WPR Board members.
- Seek out and involve public and private stakeholders in all aspects of the CMP implementation through small and large group public meetings and input sessions, public and private committee or service group meetings and presentations, project and community meetings, and one-on-one meetings.
- Invite both public employees and private business owners to serve on the WPR Board.
- Maintain a web presence through social media and use other forms of communication to keep the public informed and engaged. Provide opportunities for public input at the local level and on a broader scale to include the traveling public.
- Provide opportunities for feedback, input and for new ideas to be brought to the WPR Board's attention so that the CMP is a living document that is owned and influenced by the public over time.
- Seek out and foster local partnerships for implementation of art, history, cultural, recreational, and other infrastructure and non-infrastructure projects as identified in this CMP.
- Develop and implement programs that build support for WPR within and between our byway communities. Ensure that this CMP integrates and supports local community visions, plans, programs, and objectives relevant to the byway corridor now and in the future.

Goal 2: Protect and preserve WPR's intrinsic resources and local quality of life.

- Endorse programs and projects that preserve and protect the following: scenic qualities, view and vistas; agricultural lands and resources that exemplify the rural character of the region; sensitive, threatened and endangered vegetation and habitats; natural resources in and adjacent to the byway corridor's woodlands, prairies, wetlands, rivers, lakes, and forest environments; historic sites, museums, structures, objects, and collections; archaeological sites; cultural resources and traditions.
- Ensure byway programs and projects will not detract from, but rather complement and enhance, the corridor's resources.
- Limit signage so as to protect the corridor's viewsheds, natural character and scenic value, while still principally providing for travelers' safety and wayfinding.
- Provide information to local public and private entities and policy makers about advertising and billboard restrictions, as well as other state or federal regulations as they relate to Iowa's scenic byways and corridors.
- Inform and provide the highest quality technical resources for county and city planning and zoning committees, city councils, and county boards of supervisors regarding decision making associated with the WPR Corridor and its viewshed.
- Increase awareness of the need for conservation, protection and stewardship of the byway's sensitive and unique resources and intrinsic qualities.
- Ensure that byway programs and projects respect local interests, and enhance and retain the local quality of life.
- Support sustainable visitation and tourism that does not diminish the byway's intrinsic qualities.
- Promote and manage visitation and tourism to minimize their impacts to public safety infrastructure, residents' daily routines,

cultural traditions, favorite locales, and lifestyles.

- Work with public and private partners to restore native vegetation, to control invasive species and weeds, document native plant communities, and manage roadsides and adjacent lands in a manner consistent with the Iowa Integrated Vegetation Management Program in the WPR right-of-way or in key locations adjacent to the byway.
- Partner with public and private entities to control and remove litter, and stop illegal dumping along the byway.
- Encourage public and private entities to work together to improve or remove visually intrusive or environmentally hazardous sites along the byway.
- Work with local, state and national private and public partners to expand and enhance opportunities for travelers to enjoy the scenery and views along WPR and in the byway corridor.

Goal 3: Foster economic development in individual community downtowns and business districts within the byway corridor.

- Invite representatives from each byway community to serve on the WPR Board and the Byways of Iowa Coalition so they can provide specific input and ideas for promotion of the byway and its communities.
- Work with the byway's communities individually and collectively to identify, promote and enhance their distinct character, attractions and services within the larger context of the WPR brand.
- Support branding efforts for each community and encourage all branding to tie back to the byway and/or connect with the other communities located in the WPR Corridor on some level.
- Work with public and private, local and state partners to develop opportunities for multi-community and multi-byway partnerships that collectively promote the WPR communities as part of the WPR or Iowa Byways experience.
- Explore funding sources to help with downtown revitalization projects in the byway corridor's anchor communities.

- Develop ways to mentor byway businesses through shared information and training opportunities in order to help ensure their success.
- Support tourism initiatives that increase business opportunities in the byway corridor and in each of its communities.
- Develop and promote year-round experiences to byway visitors in order to spread tourism out and increase economic benefits across all seasons.

Goal 4: Create an easy-to-navigate byway experience.

- Welcome visitors and help orient them to attractions, services and facilities in the area.
- Develop a unified and cohesive system of wayshowing through driving directions, maps, and signage.
- Keep wayshowing tools up-to-date to ensure that travelers have access to the most current travel information at a variety of locations.
- Provide wayshowing tools in various mediums, including print and digital (desktop and mobile), and ensure that those tools are readily available and accessible to all.
- Work with and empower WPR stakeholders on how to work with public and private entities that inform travel decisions, route planning, selection and wayshowing at the local, state and national level.
- Conduct an annual byway signage inventory and work with cities, counties and the Iowa DOT to replace or repair byway signage as needed.
- Work with local partners to ensure that local wayshowing to WPR attractions is implemented at the highest standards through a coordinated effort.
- Rename Eldorado/El Paso Street in Dallas County at I-80 Exit 100.

Goal 5: Ensure the safety of byway travelers.

- Work with byway partners and organizations to ensure that the byway roadway, shoulders, bridges, and intersections are well-designed and maintained.
- Work with byway partners to ensure there are safe alternative transportation routes for pedestrians, bicyclists, watercraft, snow-mobiles, and other forms of transportation.
- Work with state, city, and county road jurisdictions to ensure the byway has adequate byway and traffic signs.
- Regularly review accident history information to understand and address high accident areas along the byway. When safety concerns arise, pursue traffic safety funding.
- Improve safety by actively working with byway partners to provide adequate sight distances by controlling unwanted trees, shrubs, and other vegetation.
- Provide opportunities for travelers to safely stop and enjoy the scenery.
- Provide a travel environment where visitors can conveniently access pull-offs, scenic overlooks, attractions, interpretation, restrooms, rest areas, parking, and other services and amenities in a safe and enjoyable manner.
- Encourage inter-agency cooperation and legislation that supports safety improvements along the corridor.
- Jesse James turnaround & new marker: Work with the Adair County Conservation Board to ensure the road meets proper DOT measurements.

Goal 6: Strengthen the byway's identity and promote its value as a tourism destination.

- Become a fundamental part of tourism activities in the region by working collaboratively with partnering organizations to

cross-promote the byway in regional marketing efforts.

- Provide technical and financial support for high quality marketing of WPR at the local, state and national level.
- Develop a cohesive “brand identity” for WPR through the use of design standards (for all Iowa byways and WPR) for signage, publications, kiosks, and all other marketing features.
- Develop byway-specific marketing material such as brochures, newsletters, trade show banners, social media sites, website content, videos, apps, audio tours, maps, and other materials.
- Collect and analyze information about WPR travelers and online visitors, including user statistics and demographics, areas of interest, etc. Sources include research collected by the Iowa Tourism Office/Iowa Economic Development Authority, Google Analytics, Facebook statistics, and welcome center surveys.
- Educate byway stakeholders and partners about the demographics of the byway traveler in general, and specific targeted subgroups of byway travelers so they can target their resources appropriately.
- Develop, conduct and market programs, events, and other byway experiences through social media, conferences, mass media, and other venues that maximize visual interaction and one-on-one outreach to targeted byway audiences.
- Identify and secure partnerships, grants and contributions for the WPR Board and partners to fund development and distribution of marketing materials that reach audiences of all ages and demographics.
- Keep the media and the public informed of WPR activities.
- Coordinate with, and support, WPR events.

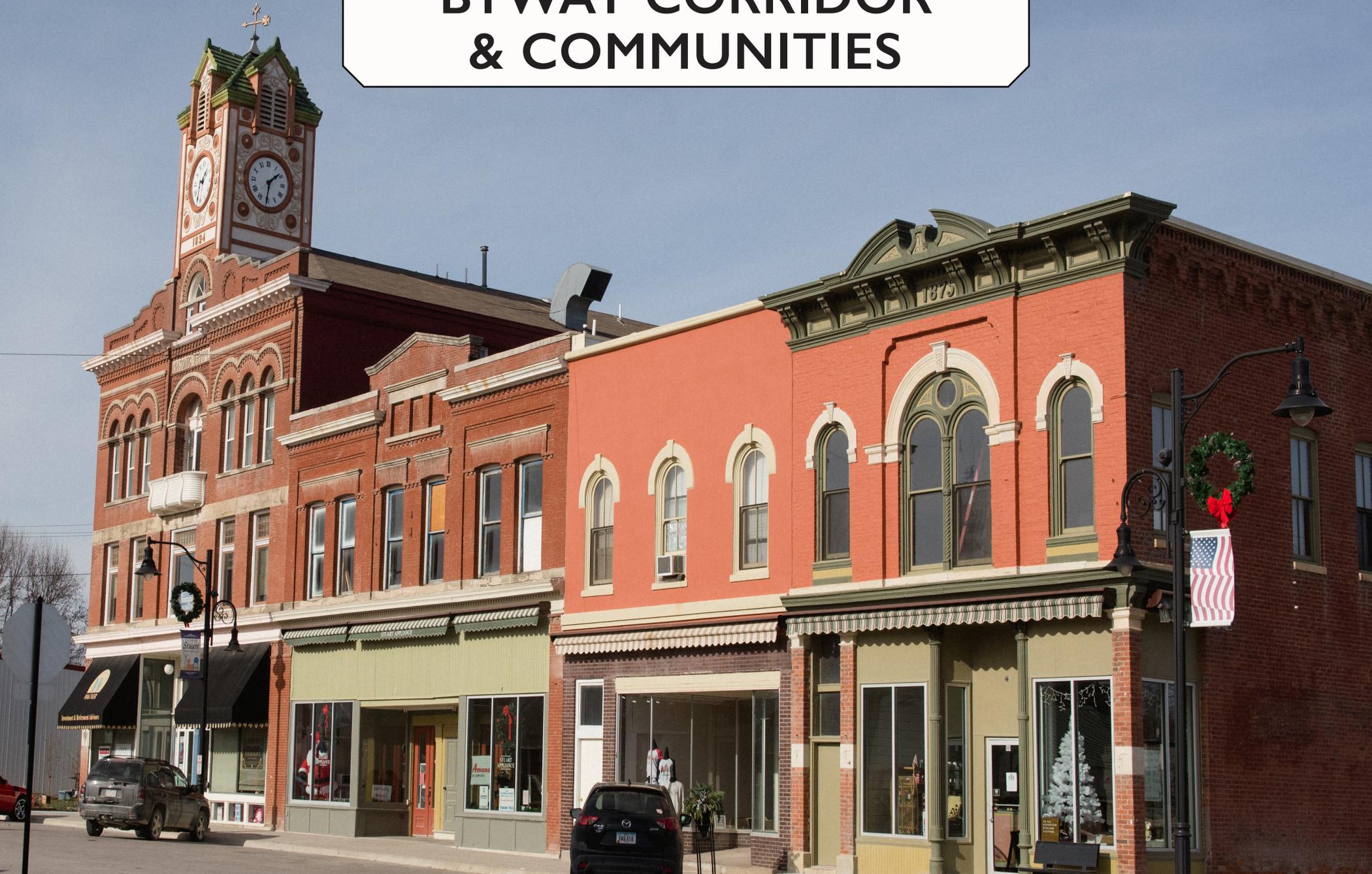
Goal 7: Enhance the visitor experience through interpretation - the sharing of our byway’s stories.

- Develop and implement an Interpretive Plan for main attractions

along the byway.

- Develop a main interpretive theme, sub-themes and storylines for the byway.
- Identify, collect and develop the stories unique to the byway’s corridor - the people, places, features, and histories - in order to share them with visitors.
- Develop interpretive and educational opportunities for visitors through informational signs, audio tours, brochures, interpretive panels, wayside exhibits, kiosks, thematic art, information hubs, plaques, and place markers. Add QR code signs for digital interpretive access.
- Create Selfie Sites in each of the five towns and encourage visitors to “Share your roadtrip.”
- Provide interpretation that is accessible to all, and engages all age levels, ability levels and learning styles.
- Support and develop programs, projects and publications that educate both residents and visitors about the intrinsic resources of our byway.
- Enhance or provide support for programming related to the byway’s resources at other venues (such as museums, parks, etc.) through shared information or resources.
- Keep interpretive and educational information up-to-date and dynamic to appeal to returning visitors and keep them engaged throughout all seasons.

SECTION 4: BYWAY CORRIDOR & COMMUNITIES



BYWAY CORRIDOR & COMMUNITIES

4.1 Introduction

Since the WPR Corridor is the focus of this Corridor Management Plan, it is important to understand the boundaries and content of that corridor. Scenic America defines a Corridor Management Plan as “a written plan developed by the communities along a scenic byway that outlines how to protect and enhance the byway’s intrinsic qualities and character that define their byway corridor.” Though Scenic America defines what a CMP is, they do not stipulate what comprises a “corridor” for any given byway. Iowa does not regulate the width or length of a scenic byway corridor’s boundaries, nor does it define byway corridors by political, geographic or scenic boundaries. The National Scenic Byway Program defines a byway as “the road or highway right-of-way and the adjacent area that is visible from and extending along the highway.” The program notes that “the length of the corridor can vary depending on different intrinsic qualities. Intrinsic qualities include scenic, historic, recreational, cultural, archaeological, or natural qualities.”

4.2 White Pole Road Scenic Byway Corridor

In determining the boundaries of the WPR Corridor, the following factors were used:

- What land area is visible from the WPR roadway?
- What are the most significant intrinsic qualities adjacent to and near the WPR roadway?
- Which intrinsic qualities do state and local entities consider significant enough to provide wayshowing from major roadways along the byway route?
- Where are significant intrinsic qualities located in relation to the byway and each other?

- If a byway traveler were to travel to and from the byway to experience a specific byway quality, would they be able to spend more time at the site than they spent traveling?
- If the byway organization were to invest in specific intrinsic qualities in the proposed byway corridor, would that investment enhance the visitor’s experience?
- How do significant intrinsic qualities lie spatially within specific political jurisdictions given proposed byway corridor scenarios?

After considering these factors, the WPR Board determined that the WPR Corridor would officially be defined as follows:

- The WPR Corridor will include intrinsic assets within a five-mile radius from White Pole Road itself.
- The WPR Corridor includes the cities of Adair (2.216), Casey (0.74), Menlo (0.47), Stuart (2.58), and Dexter (2.35). The five WPR Corridor cities cover a total of 8.356 square miles.

According to 2015-2019 U.S. Census Bureau statistics, a total of 3,679 residents live within the WPR Corridor of Adair, Casey, Menlo, Stuart, and Dexter. The largest city in the corridor, with approximately 1,573 residents, is Stuart.

WPR is located in south central Iowa, 33 miles west of Des Moines, 80 miles east of Omaha, 200 miles from Kansas City, 275 miles from Minneapolis, and 365 miles from Chicago. WPR is accessible via the Des Moines International Airport, and there are plenty of rental car options there. Visitors need to provide their own transportation to, and, along WPR.

The weather is very seasonal within the WPR Corridor. The average high temperature in July is 86.8 degrees, and the average low in January is 11 degrees. Average rainfall is 32.5 inches. Average annual snowfall (which usually occurs between November and March) is 29.8 inches.

4.3 Corridor Communities

Corridor Communities are the communities within the boundaries of the corridor, which in the case of the WPR Scenic Byway, includes the cities of Adair, Casey, Menlo, Stuart, and Dexter. WPR traverses Adair, Guthrie, and Dallas counties, but the majority of WPR is within Guthrie County.

4.4 Adair County

Adair County was established in 1851 and named for John Adair, General during the War of 1812 and the sixth Governor of Kentucky. The General Assembly appointed three commissioners to locate a county seat. They selected Summerset (now Fontanelle) in 1855. The first courthouse was built a year later. Native lumber and hardware were hauled by wagon from Keokuk for the building, which burned down in 1910.

The town of Greenfield, located near the center of the county, was laid out in 1856. From this time on, people of Greenfield fought to have the county seat moved to Greenfield. A petition was signed by 91 voters in 1858 to have it moved, but at the same time, another petition containing 137 signatures was presented to keep the seat in Summerset.

During the Civil War, the people were content with the idea of Fontanelle as the county seat, but at the end of the war it was brought to a vote. Changing the seat was defeated by seven votes. Again in 1869 the change was defeated. Finally in 1874, voters approved the move to Greenfield, a decision that was challenged and taken to the Supreme Court. Even though the decision wasn't final, the people of Greenfield moved the county records to their town. More than 200 men and 75 wagons made the trip to Fontanelle and, against the orders of the sheriff, loaded the records and furniture into their wagons and returned to Greenfield. It surprised Fontanelle's townspeople so much, they didn't resist.

Judge Mitchell ordered the sheriff to direct the people of Greenfield

to return the county records, but when the sheriff presented the order to the Board of Supervisors, a person snatched the order and tore it up. The next morning the sheriff came again to Greenfield and presented a warrant, but was resisted by an angry mob, so did nothing. The following day General N. B. Baker arrived from Des Moines and persuaded the people to return the records to Summerset.

About one month later, the "county seat war" came to an end when the court's final decision moved the county seat to Greenfield.

In preparation for this move, the Greenfield Building Association had erected a two-story frame building on the east side of the square, which was used by county officials until it burned in 1883. Following the fire, court was held in the opera house and a temporary office building was built over the vaults of the burned down building.

Eight years later, on July 4, 1891, the cornerstone of the present courthouse was laid. Some items placed in the cornerstone were: histories and lists of members of local organizations, a Bible, an 1891 nickel, several copies of various newspapers of the day, and one bottle each of corn, oil, and wine.

The building was completed in March 1892. It was originally adorned with a large square tower rising 100 feet in the air, which was removed in 1935 when it became unsafe. The total cost of construction, including the furniture, was \$26,768. In comparison, it cost \$40,448 to install the elevator in 1988.

The Adair County Historical Society helped Adair County to organize an open house and program to celebrate the courthouse centennial on July 4, 1991.

4.5 Dallas County

Dallas County was named in honor of the Honorable George M. Dallas of Pennsylvania, then Vice-President of the United States.

Dallas County is bound on the north by Greene and Boone Counties, on the south by Madison County, on the east by Polk County, and on the west by Guthrie County. It contains an area of 576 square miles, or 368,640 acres of land. It contains congressional townships 78, 79, 80, and 81 north of ranges 26, 27, 28, and 29 west of the fifth principal meridian. These are divided into sixteen civil townships, each six miles square, whose boundaries correspond with those of the congressional, and are known by the following names: Des Moines, Beaver, Spring Valley, Dallas, Lincoln, Washington, Sugar Grove, Grant, Walnut, Adel, Colfax, Linn, Union, Adams, Van Meter, and Boone.

Dallas County was made available for settlement on April 30, 1843. A year previously the land was purchased from the Sac and Fox Indians and it was stipulated in the contract that all Indians were to be removed within a period of three years. Most of them were transferred to Kansas Territory and as a result, the early settlers of the community experienced little trouble, although history does recall a serious battle in 1841 and minor troubles from roving bands a few years later. All Indians were out of the territory by 1845 and the land was rapidly taken up.

Considerable controversy has arisen as to who were the first settlers of Dallas County, but they are generally believed to have been Daniel and Lewis Stump, who staked out claims in Van Meter Township in the southeast part of the county in the fall of 1845. In February of 1846 their siblings, Mary and John, came from the east to make their home with them. John Wright located a claim early in the fall of 1845 but returned to the east and moved his family out in March of 1846. The same year Samuel and William Miller, Eli Smithson, Levi Wright, James Wright, Trisham Davis, John Longmire, and others followed the river

from Fort Des Moines and established homes. Among them were George and Shubal Haworth, John and William Ellis, Noah Staggs, Henry Stump, Greenbury Coffin, Levi Davis, Joseph Cordell, O. D. Smalley, Judge McCall, Samuel Ramsey, and others whose descendants have since played an important part in the development and growth of the county.

These hardy pioneers took up claims, paid the small government fee, built homes, cleared the land, established the towns, started the schools, mills and stores, and laid the foundations for future comfort and prosperity.

With ox teams they broke up the prairie sod and planted gardens; with rifles and nets they took from the wooded areas and streams the meat for sustenance; from the timber they sawed lumber and erected their cabins.

The nearest trading post was Fort Des Moines; the nearest mill at Oskaloosa. There are many authentic tales of hardships and suffering, but there are also true stories of the primitive pleasures and relaxations of the honest, God-fearing men and women who braved the conditions that their children and their children's children might eventually have comfort and contentment.

Dallas County was formally organized following an act of the new state legislature early in 1847. Eli Smithson was appointed organizing sheriff and an election was held on Monday, March 5th, of that year. Two polling places were designated, one at the home of W.W. Miller, two miles east of the present town of Adel, and the other at the home of Henry Stump, in Van Meter Township. At the former place eight votes were cast and at the latter seventeen.

The first courthouse was a log structure in Adel, which had been chosen as the county seat and which has remained as such in spite of numerous efforts to make the seat of government to Perry, Dallas Center or Waukee. The courthouse was a double log house, erected in July, 1848. The furniture and fixtures were all constructed of native,

unseasoned lumber and were of a primitive nature, but the building and equipment were used until 1853 when a 20'x40' frame building was erected.

Efforts were made to get a larger building for several years, but it was not until 1857 that a proposition was voted upon and carried by a vote of 401 to 240. The following year a two-story brick structure, 42x64 feet and costing \$20,000, was erected. In 1874, when the main building was found to be inadequate to care for the county business, a small brick edifice costing \$5,000 and housing the offices of the treasurer, recorder and auditor, was built on the southwest corner of the public square. It was known as the "county stables."

The present courthouse building, authorized by the voters after numerous strenuous elections, was erected in 1901-1902 and was dedicated in September 1903. It was constructed of Bedford stone at a cost of \$109,243. The county jail and sheriff's quarters were in a separate building. A county home and hospital, maintained on a county-owned farm of 526 acres a short distance north of Adel, took care of the poor, disabled, and mentally ill.

It was many years before permanent roads or bridges were built in Dallas County. The roads were trails following the lines of least resistance and taking the shortest routes. The first ferry in the county was authorized in 1850, when Horatio Morrison was given a license to operate a ferry over the North Raccoon River at Adel. He paid a fee of \$2 for the privilege and was allowed to charge 5 cents for footmen, 10 cents for a man and a horse, 25 cents for a one-horse carriage, 35 cents for two horses and a wagon.

The South Raccoon River flows through the southern tier of townships from west to east forming many deviations in its course. Middle Raccoon enters the county in the southwest of Linn township and joins South Raccoon south of Redfield. North Raccoon flows through the county from the northwest corner of Dallas Township in a southeasterly direction to Van Meter Township where it joins South Raccoon near the town of Van Meter.

Mosquito Creek flows south through Lincoln and Linn Townships entering Middle Raccoon north of Redfield.

Panther Creek extends through Lincoln Colfax and Adams Townships uniting with South Coon in Adams township.

Beaver Creek takes its beginning in the county and flows through Dallas, Beaver, and Grant Townships into Polk County where it joins the Des Moines River.

The Des Moines River passes through the northeast corner Des Moines Township on its way to the Mississippi.

Dallas County formerly had numerous small lakes, the largest being Pilot Lake in Lincoln and Swan Lake in Dallas Townships. These were harbors for fish, ducks, geese, and other game of various sorts and were favorite resorts of hunters. This lake was drained in 1876 into Panther Creek and the land is now highly productive. Numerous buffalo bones were found imbedded in the soft mud in the bottom of the lake.

Swan Lake was drained, as were many other smaller lakes and ponds as the land became more valuable.

4.6 Guthrie County

The majority of WPR is in Guthrie County. Guthrie County is one of the six counties that make up the Des Moines–West Des Moines Metropolitan Statistical Area. It is bounded on the north by Carroll and Greene counties, on the east by Dallas, on the south by Adair, and on the west by Audubon County.

According to the U.S. Census Bureau, the county has a total area of 593 square miles, of which 591 square miles is land and 2.5 square miles (0.4%) is water. The soil is of the general character of the prairie

soil of the west, sand loam, and on the margins of the streams alluvial, all highly productive. It is well-watered and as well-timbered as most counties in the west part of the state, though the bodies of timber may not be as large as along the larger streams of some counties. The numerous streams, whose valleys and ravines are covered with an average quality of timber, some quite good (averaging a mile in width).

Bear Grove, containing eighteen hundred acres, is the largest in the county. It is situated in Bear Grove Township, in the middle western part of the county. No section of the county was more than ten miles from timber. The native forests contained several kinds of oak, as well as hickory, walnut, cottonwood, maple, and elm. Artificial groves were maple and cottonwood, with an occasional one of willow.

The principal streams of the county are Middle River, and Middle and South Raccoon Rivers with their numerous tributaries including Brushy Fork, Bear, Beaver, Willow, Seely, and Mosquito Creeks. The lakes (which are small) are Pilot, Swan, and Mosquito in Dodge, and Lone Tree in Richland.

The rivers afforded sufficient water power for all manufacturing purposes. There were two large woolen mills, and a number of grist and saw mills located on them.

There was an abundance of coal, with mines opened in many localities throughout the county. The first one opened was that of J. T. Frazier in 1858, three and a-half miles south-east of Panora.

The county had excellent stone for building, and quarries were opened on South Raccoon, Beaver and Deer Creeks, and Raccoon branch. Farnsworth's quarry furnished stone for the foundation of the county courthouse.

In addition to all of its natural resources, Guthrie County also possessed the advantages of railway communications, having the Chica-

go, Rock Island and Pacific on its southern border, and the Chicago, Northwestern, Des Moines, and Ft. Dodge within easy reach on the north and east.

Previous to 1848, what is now Guthrie County was home to the Meskwaki, led by Chief Che-Meuse (called "Johnny Green" by settlers). In 1850 the land in the western part of the state was surveyed by the government, having been previously purchased from the Indians, who made their exit from Guthrie in 1849.

The two Mormon trails, one which ran through Adair and Madison counties, and the other through Guthrie County, came together and merged into one road near the west line of Grant Township.

The first white settler in Guthrie County was Benjamin Kunkle. In 1847, Kunkle moved from Champaign County, Ohio, to Wapello County, Iowa. Not satisfied, he headed further west until he reached Guthrie County. Here he built the first cabin, and returned to Wapello to bring the rest of the family west. High waters prevented them from returning sooner. On the first day of September 1849, Kunkle and family arrived at their cabin; on September 12, 1849, Mrs. Kunkle gave birth to the first white child born in the county, Malinda Jane.

Guthrie County was originally part of old Keokuk County, which was comprised of approximately the western two-thirds of the state of Iowa. Later Keokuk County was organized with its present boundaries and Guthrie County was then part of a vast unorganized region until legislation divided the region into counties, one of which was Guthrie, in 1851.

In the winter of 1850-51, the Legislature, in session at Iowa City, divided the territory west of Dallas county into counties, and named the county Guthrie after Captain William Guthrie, formerly of Keokuk, who was the captain of the only company Iowa sent to the Mexican War. Captain Guthrie was mortally wounded in battle. At this session, L. W. Babbitt, of Kaneshville, and E. R. Guiberson, of Madison County, represented Marion, Polk, Dallas, Jasper, Marshall, Story, Boone, War-

ren, and Madison counties, as well as all the rest of the territory in western Iowa.

Judge McKay, judge of the 5th Judicial District, appointed Theophilus Bryan as organizing sheriff for Guthrie County. On August 8, 1851, he proceeded in his official capacity to divide the county into two townships, or election precincts, with the dividing line beginning where Middle Raccoon River crosses the east line of the county, and running along the river to the section line between Sections 9 and 16, Township 79, Range 30, then to the west line of the county. The north township was named Cass, the south was named Jackson.

The first county seat was Panora but that would not last long. The fight for the county seat lasted for 14 years (1859-1873) between Panora and Guthrie Center. In the end, Guthrie Center prevailed and the construction of the first brick courthouse in Guthrie Center started in 1877 for an estimated cost of \$30,000.

Guthrie County was the first county in Iowa to comply with legislation requiring a county high school in each county. The county high school was located in Panora. The Guthrie County High School was organized in 1876 and remained a respected institute of learning until a special election vote in 1930 abolished the county school.

The first mill in the state located west of Des Moines was constructed by John Anderson in 1852. The mill was located on the Raccoon River one and a quarter miles northwest of Panora. The mill would later be called the Hanyan-Beamon Mill. Customers came to the mill from as far west as Council Bluffs. Some drove as far as two hundred miles, arriving as early as two o'clock in the morning, and often remained for several days.

Abram Moore owned a large coffee mill and several of the neighbors ground their corn on that. They also ground wheat and buckwheat upon the ordinary family coffee mill.

The first railroad to be built in Guthrie County was the “narrow

gauge” railroad, which was owned by Fredrick M. Hubbell of Des Moines and ran under the name of Des Moines and Northwestern Railroad. It was the longest stretch of narrow gauge in the state of Iowa - running from Des Moines through Panora to Fonda, totaling 113.8 miles. Later, the railroad became part of the Chicago, Milwaukee, St. Paul, and Pacific Railroad (CMStP&P). The route of the old track is now the Raccoon River Valley Recreational Trail.

January 1870, E. M. Day established the first newspaper called the *Casey Union*. The paper changed hands several times, and finally Mr. Day bought back a part of the type and started the *State Granger* in 1872, which flourished only a short time. In the same year the *Casey Clarion* was established by Hartpence & Marshall, editors and proprietors, who sold it in June 1874 to Thomas Boydston, who in turn sold it to H. Kautzman in December 1875.

It wasn't until the 1880s that the townships were sufficiently organized to have all the rural schools set in the center of a four-square-mile area and logically numbered beginning at the NE corner of the township. This plan ensured that no student would have to walk more than two miles to school.

There were twenty-one post offices in Guthrie County in 1907 which distributed daily mail to towns that included Menlo, Casey, Stuart, Adair, and Dexter.

4.7 Anchor Community of Dexter

The city of Dexter was founded in 1868 and is named after the famous New York racehorse whose image was popular at the time. The city has been proclaimed by the New York Times as the “Original One-Horse Town.”



A. Establishment of Dexter

“Iowa is one of the best States in the Union, and Dallas County is one of the best counties in the State, and Union township is one of the best townships in the county. The township is in the 78th tier of townships north, and in the 29th west of the 5th principal meridian, and is situated in the southwest corner of the county, and is one of the most thickly populated townships in the county, and is well watered by ‘Coon river and its tributaries. It is bounded on the south by Penn township, Madison county, on the west by Penn township, Guthrie county, on the north by Linn township, Dallas county, and on the east by Adams township, Dallas county. While it is mostly prairie, there is an abundance of timber along the banks of ‘Coon river to supply it with fuel for the present. There is also an abundance of coal, easy of access, along the banks of the river, and underlying the whole township. It contains two good business towns: Dexter and Redfield; Dexter near the southern and Redfield the northern line. The C. R. I. & P. R. R. goes for quite a distance through the southern part of the

township, giving it the advantage of easy access to market.” —*Dexter Herald*

The town was surveyed and platted in June 1868, by Maben J. Marshall and A. Kimball. According to Joy Neal Kidney, the town was going to be called Marshalltown after Marshall but the name was already taken, so instead, Dexter was named after a champion trotting racehorse. Dexter, foaled in 1858 as the first truly trotting-breed horse, was a son of Hambletonian 10 out of Clara, the greatest producing daughter of American Star 14. Dexter and his driver Budd Doble competed in over one hundred races and broke many records. Dexter’s picture in action was one of the nation’s most popular prints, and thousands of structures used Dexter-shaped weathervanes. When running for President of the United States in 1868, General Ulysses Grant drove Dexter through the streets of New York. Catching the attention of the country, the townspeople chose to name the town after the horse.

The town’s lots were sold at private sale by Marshall and Kimball, none being deeded to the railroad company, except, perhaps, a portion for depot purposes. The first lot in town was sold to the Hunter Brothers for \$100 in July 1868.

As recorded in *The History of Dallas County, Iowa*, “The town was laid out by M. J. Marshall, in the spring or summer of 1868, the first building being built in June of that year. The second building was built by Mr. Roland, and is the building now owned and occupied by Charles Wolffinger as a business house and dwelling. The next was built by Ellis & Cheeseman, who sold the first goods that were sold in Dexter, both dry goods and groceries, and as there was no boarding house they did a good business in selling crackers and cheese, as that was all that could be had to replenish the inner man. Hunter Bros. soon had their business house up, and brought on a stock of drugs and groceries. Their place of business was where J. G. Stanley now holds forth, though the building is not the same, as it was burned up, together with several others, in the fall of 1870.”

“In the meantime B. B. Campbell built a boarding house 16x24 feet, and was so well patronized that at times some of the boarders would have to wait out of doors while others would eat. In August of this year, 1868, the cars made their first appearance in Dexter, and it wasn't long then till houses were looming up all over town. For awhile it was very difficult to get the railroad company to ship lumber in, as they had so much work of their own to do.”

“About the 25th of August J. C. Allen built the red warehouse, now owned by D.A. Burrows. The lumber in it was the first shipped into Dexter by railroad. This building was used by the railroad company as a depot until the present depot was built, when J. C. Allen used it as a grain warehouse, where he bought and shipped the first car load of grain that was ever shipped from Dexter. There was no grain but wheat to ship then, as corn had to be brought from further east to use here.”

“As there was as yet but little accommodation for man or beast, and there was need for both, J. J. Young concluded to build a hotel and J. C. Allen a livery stable; so Mr. Young built the building long known as the Dexter House, but now known as the Johnston House.”

Dexter was incorporated on December 13, 1870. In the following spring, the first town election was held in Dexter, and G. K. Rockwood was duly elected as the first mayor of the town. At the time of incorporation it is said that “the town had a little over five hundred inhabitants, and was growing rapidly.” By 1915, it claimed a population of about one thousand.

The post office was established at Dexter in the fall of 1868. Situated one-half mile south of town, the first cemetery was laid out around 1870.

B. Early Pioneers

John Maulsby

The reason so many settlers from Wayne and Randolph Counties in Indiana poured into Dallas County in the beginning was likely due to John Maulsby from nearby Losantville. John Maulsby settled here in 1852, one of the first on the North Raccoon River. Members of his family sent back glowing reports and John himself acted as an agent, buying up prairie tracts for many of his old neighbors.

Wiley and Polly Ann Maulsby moved to Dallas County in 1855, making a farm out of the wild prairie one mile north of Dexter. The Maulsbys lived there for twenty-six years before selling the farm and moving to Dexter in 1882 so that Wiley could look after his mill. Wiley was killed on January 21, 1887 when the broiler in the Dexter Mill exploded. The explosion was so severe that buildings within the range of a block were mostly shattered.

Frederick H. Fitting

Frederick H. Fitting, cashier of the State Bank of Dexter and well-known in financial circles in Iowa, was born in Bellville, Richland County, Ohio, on August 5, 1863, a son of George and Eva Ann Hoke Fitting. In the spring of 1869 he came to Des Moines in search of a permanent location, and purchased 160 acres of land in Guthrie County, a mile and a west of Dexter. He successfully operated this tract of land and resided there in 1892 when he retired and removed to Dexter.

Fitting was a stockholder in the State Bank of Dexter and widely recognized as one of the town's most influential citizens. Fitting was a Democrat, and while living in Guthrie County served for many years as secretary of the school board. He also served as township trustee for some time. He was connected with Dexter Lodge No. 215, I.O.O.F., having been a member of this order for more than fifty years.

Fitting supplemented his primary education by taking a course at the Dexter High School. On its completion, he entered the Dexter Normal College and then completed the course at D.L. Musselman's Business College of Quincy, Illinois, in December 1886. During the winters of 1885-6 and 1886-7, he taught in the Compton School District of Dallas County, and in the spring of 1887, formed a partnership with J.T. Thrasher for a hardware enterprise in Dexter.

In April 1890, the business was sold and in August of the same year Fitting worked in Des Moines as a bookkeeper for the oil firm of Schofield, Shurmer & Teagle, with whom he remained until April 1891. Though he had been offered the management of the business, he left to return to Dexter and act as bookkeeper for the Bank of Dexter.

In December 1891, Mr. Crawford, one of the partners in the bank, retired from the business and Fitting was made cashier of the bank. He was one of the leading financial authorities of the county.

Frederick H. Fitting was married twice - In 1891 he married Belle Gooch of Avon Station, Polk County, Iowa. This union was blessed with twin daughters but both died in infancy, and Belle passed away on December 10, 1896. In 1899, Fitting wed Melissa B. Lenocker of Dexter, and they had one child, Ione L., on August 18, 1900. Melissa was a graduate of State School at Cedar Falls, and was a teacher over the years at State Center, Clear Lake, Dexter, and Perry.

Charles Ariel Crane

Charles Crane was born in Williamstown, Vermont, on November 20, 1834, and died at his home in Dexter on March 16, 1928, aged 93 years, three months and 26 days. Charles' boyhood was spent on a farm which had been purchased from the government by his grandfather, and where his own father was born and lived until his death.

He entered the University of Vermont in 1855 and graduated with the class of 1859. He was a member of the Delta Psi fraternity and during his last year in college was made a Master Mason, being raised to the sublime degree in Washington Lodge, No. 3, at Burlington, Vt., in July 1859.

Soon after his graduation, Charles went to the state of Texas where he was principal of the preparatory department of Aranama College for Boys in the town of Goliad. He served in this capacity until 1863. He was admitted to the bar for the practice of law in 1862.

During the last year of the Civil War, Charles served with the Confederate Army, holding the place of assistant adjutant general. Noteworthy in his military experience was his single-handed subduing of the Galveston, Texas, military hospital mutiny.

Charles first married Susan M. Blair of Goliad, Texas, on Dec. 25, 1860. She passed away in 1874. In 1867 he came to Penn Township, Madison County, where he resided on a farm until 1876 when he moved into Dexter and engaged in the mercantile business. On April 6, 1876, Charles was married to Achsah A. Marshall of Bluffton, Ohio.

Four children preceded him in death: Mary Patton, Charles Blair, Carrie Lois, and Carroll Frederick. He was survived by his widow and the following children: Mrs. Ansel G. Royce of Beaumont, Calif., Mrs. Homer R. Miller of Des Moines, George A. of Dexter, Ralph M. of Holstein, Ernest B. of Seattle, Wash. Charles had ten grandchildren and eleven great-grandchildren.

Charles was a life-long member of the Presbyterian church, and had been affiliated with the Dexter Presbyterian church from the date of its organization. Charles was also a member of the Masonic lodge and was the oldest Master Mason in the state. He is buried at the Dexter Cemetery.

James G. Stanley

James G. Stanley was born in Kenton, Harlan County, Ohio, in 1846, and came to Iowa in 1864. He lived in Des Moines then relocated to Dexter in 1869. He opened his pharmacy in February 1869. James bought the Hunter Brothers Drug Store on Marshall Street, renaming it Prairie Drug Store. He married Mildred R. Young in 1870, and together they had two children - Alice M. and William A. His son William later took over the drugstore. Prairie Drug Store was visited by Clyde Barrow in 1933 when the Barrow Gang hid out at Dexfield Park. James died in May 1926 at the age of 80. James' obituary said that he was "probably the oldest active pharmacist in Iowa, having engaged in the drug business in 1869 in Dexter, the year following the building of the Rock Island Railroad through this territory."

James S. Downey

James S. Downey was born in Beaver County, Pennsylvania, in 1847. He came to Iowa in 1868, where he married Lizzie Hill two years later. In addition to co-owning a dry goods store named Downey & Conger, Downey served as the Mayor of Dexter in the early 1900s.

C. Schools (Dexter)

The first public school classes were held in a building on the corner of State and Locust Streets. Around 1868/1869, Maben Marshall tore down his old log cabin and moved it to the same corner. His son-in-law started a subscription school in May 1869. This was only temporary due to its inadequate size. The first school teacher was Luna Patty.

This school was replaced with a new building in 1870, at a cost of about \$5,500. It was a frame two-story building, well-finished and furnished, having two wings and five rooms, and over 200 pupils are in attendance. Five teachers were employed - two male and three female. It was an independent school district, and the district had a small surplus on hand. The first Public School graduation was held in 1887.

Penn No. 4 Country School

Penn No. 4 country school, four miles south of Dexter on Old Creamery Road.

The first schoolhouse was built in the summer of 1870, and was located two miles west of Penn Center. It was replaced in 1897 and remained open until 1949. The school's final location is unknown. It became part of the Earlham Community School District.

Marcella Stanley had her first teaching position here at the age of 18, right out of high school. She was issued a temporary "Limited Special War Emergency Normal Training Certificate" in 1944. Hazel Wetrich reportedly also taught at this school in 1927. The bell from Penn No. 4 school is on display now at the Dexter Museum.

Location: Penn Township, SE corner of Section 18, Township 77N, Range 29W

German Lutheran School

The German Lutheran School was started in 1875, with an average attendance of twenty-five to twenty-eight pupils. The school building was erected in 1875, at a cost of \$800, furniture included. It was a one-story frame structure, 22x32 feet and 12 feet high, capable of seating about 200 pupils. The building was also used for church services.

Union Township School

Built in 1880, it was commonly called Bear Creek School due to its close proximity to the Bear Creek Church.

Normal School

Work on the Normal School commenced in October 1878. The architect was Benjamin J. Bartlett of Des Moines, and the building was

erected by a stock company, comprised of the business men of Dexter, and farmers from Dallas, Guthrie, Madison, and Adair counties. The Dexter Normal School was a two-story brick building. The building was located at the north end of Marshall Street near the public school building. (The Normal School was located where Dexfield Elementary School is now, and the Bisbee Dormitory in the old B.C. Hemphill house. Dewey said that he found many old slate blackboards on the wall as he was remodeling his house.)

From the commencement of 1890, students were listed from the following towns: Adel, Corning, Cottage, Correctionville, Danbury, Des Moines, Dexter, Earlham, Greenfield, Marne, Menlo, Maquoketa, Minburn, Newton, Redfield, Spencer, Shelby, Utica, Waukee, and Winterset.

The Dexter Normal College flourished until 1896, when it was consolidated with the public school system. A new school was built in the same location in 1904-1905 at an approximate cost of \$12,000. Enrollment reached a peak of 706 in 1962.

In 1947, a U.S. Government sponsored Veterans on Farm Night School was established in Dexter. In 1949, enrollment was 240. Students came from a radius of 30 miles to attend classes which provided instruction in the agricultural sciences. It ceased operation in 1960.

D. Churches (Dexter)

Zion Lutheran Church

In 1871, three years after the founding of Dexter, a Lutheran missionary from Iowa City began conducting German Lutheran services in Dexter homes until they rented a building in town. Rev. F. Doescher led nine members, whose names were as follows: Ed. Meisker, Nicholas Schlarb, Peter Schlarb, H. D. Holderbaum, Michael Holderbaum, Michael S. Holderbaum, Ferdinand Rohde, Charles Wolffinger and Philip

Gutheil. In 1872 the congregation hired its first resident minister. They also bought 3 1/2 acres from the McMenamins, and the first church was built there in 1874. It served as a church, a parsonage and a parish school. Pastor Craemer was there for a very short time, then Pastor Horn, who also served as the teacher in the school, with an average of 25 to 28 students. Classes were probably taught in German.

A 32'x64' brick building with a 44-foot bell tower was erected in 1909 at a cost of \$5,572, with a seating capacity of 140 people. Rev. Kurt Daib served the congregation for thirty years. The bell, made by Henry Stuckstede of St. Louis, was purchased for the church by Mr. and Mrs. Jacob Kaufman for \$200. This beautiful structure was torn down in 1957 to make way for the new building.

The present building was dedicated in 1958 at a cost of \$125,000, including a fellowship hall and eight classrooms. The 1909 bell still rings today in the tower of the new church.

Presbyterian Church

The First Presbyterian Church of Dexter was organized on November 8, 1868, by Rev. P. H. Jacob, of Knoxville, Iowa. The original members were six in number, and their names are as follows: Mr. Joseph Hunter, Mrs. Annie Hunter, Miss Fannie O. Hunter, Mr. Jonathan Hunter, Mr. David B. Hunter, and Mr. Jerry Carrothers (whose home was used for meetings).

Rev. D. L. Hughes was their first minister. He began his service in September 1869, and continued until March 1870. Rev. B. O. Junkin succeeded Hughes, beginning in May 1870, and continuing to minister until May 1871. In September 1871, Rev. H. H. Kellogg was called to the pastorate and continued until March 5, 1876. Rev. W. F. Frackelton succeeded Kellogg, and began to minister to the Dexter Presbyterian Church in April 1876, continuing for six months. Rev. T. N. Buchanan came next in June 1877, and was ordained and installed pastor on November 7, 1877. In its first ten years, the church had five ministers.

The church building, located on the corner of State and Lyon streets, was built in the fall of 1870. The building was 32'x46', and cost \$2,300. In 1871, a heavy wind storm twisted the church slightly on its foundation and it remained in this position until it was torn down years later. A replacement was built in 1909 and dedicated on January 16, 1910. It was a brick building that cost \$10,000.

The Methodist Episcopal Church

The Dexter Methodist Episcopal Church was organized in 1862 by Rev. James Lisle at the Haines schoolhouse west of Dexter. Part of the Adair Mission, which included territory surrounding Adair, the congregation moved to the Dexter depot in 1868. The first church building was completed in 1873, at a cost of \$3,101.24. The present building, which cost \$5,510.35, was dedicated in 1909.

Methodist pastors would only serve a local church for three years, then be assigned to another church. At least two of them had daughters who became noted:

Rev. E.A. Moore lived in Dexter from 1913 to 1916. His daughter Eugenie (Moore) Anderson, who lived in Dexter between ages 4-7, became an ambassador to Bulgaria and Denmark, as well as the first woman to serve as an Alternate U.S. Representative to the Security Council of the United Nations.

The daughter of Rev. C. M. Corrie, who served in Dexter from 1926 to 1929, was between ages 7 and 10 when they lived in Dexter. She became Iowa's Best-Known Homemaker – Evelyn Birkby. Evelyn (Corrie) Birkby had a radio program, and has written books and newspaper columns.

Penn Center Methodist Church

Revival meetings were held in the Penn Center school house in 1869, with services by Rev. Hestwood from Winterset. In 1872, another revival was held under the leadership of the first regular pastor, Rev.

James Lisle. Forty-nine people joined the church, which was on a regular circuit for Lisle who also traveled to Dexter, Earlham, Stuart, and Guthrie Center. A one-room frame building, the original Penn Center Church, was dedicated in 1875 and served the community until 1918. The present building was dedicated June 8, 1919.

Universalists Church

The church was built in 1870 at a cost of about \$2,200 and was used for four or five years. By 1879, almost all of its members had moved away.

Bear Creek Friends Church

According to *Dexter Centennial History*, the first white settlers in what is known as the Bear Creek neighborhood (or Quaker Divide) were Richard and Elizabeth Mendenhall in 1853. They were soon joined by William H. Cook and his brother, Richard Cook. All were members of the Society of Friends, otherwise known as Quakers. The first public meeting of Friends was held in 1854 in William Cook's home. The first formal "meeting house" was built in 1856, where services were held for the next 20 years. (This old parsonage burned to the ground during the Christmas season of 1939.)

In 1872, land was bought where the present church stands. The first meeting was held in it in 1874. There was no pastor until 1890. The building was remodeled in 1901 and a basement added in 1918. No other major changes were made to the church until 1959 when an 18-foot extension was added to the north end with a full basement under it.

E. Newspapers (Dexter)

J. J. Davies, who dressed niftily and wore a tall silk hat, arrived in Dexter in February 1871, and started publishing *The Dexter Herald* – a four-page, seven-column sheet, with type set by hand. It was one of

the first papers established in Dallas County. At a price of \$2 per year, it eventually reached almost 2,000 subscribers, being the first newspaper west of Des Moines, with nothing but *The Stuart Locomotive* as competition.

Davies sold the paper in 1876 to Grant & Laurence, but soon took charge of it again. A year later, it changed hands again to J. C. McManima. In 1881, its name was changed to *The Dexter Sentinel*.

In 1900 and 1901, *The Daily Sentinel* was published every day – four pages of mostly advertising with a few lines of news. The Ross Brothers, who bought the paper in 1905, installed a Hoe press and a large gasoline engine for a complete power plant in 1907.

Keith Neal, son of O. S. and Nellie Neal, was the editor from 1920-1922, when he moved to Des Moines to become editor of the *Beaverdale News*.

L. S. Heins published the Dexter newspaper the longest, from 1944-1960. In later years *The Dexter Sentinel* was published jointly with *The Redfield Review*, and eventually became *The Dexfield Review Sentinel*.

F. Banks (Dexter)

One of the first private Dexter bankers on record was Conger, Pierce and Co., owned by E. H. Conger, G. G. Pierce, and W. B. Conger. In 1877, Charles A. Stevens also loaned money.

The Bank of Dexter was established in 1875, organized as a state bank in 1894, but closed in 1924.

The Dexter Savings Bank was organized in 1901 and sold in 1911. The First National Bank of Dexter formed, chartered by the office of the administrator of National Banks, and was placed in voluntary liquidation in 1920.

The Iowa State Bank of Dexter organized in 1920 but closed in 1934. That year the Valley Savings Bank of Des Moines was allowed to operate an office in Dexter until 1942, when it was sold to the Dallas County State Bank of Adel. Russell Horn served as manager of the Dexter office from 1945 until 1967.

G. Post Office (Dexter)

The Dexter post office was established in 1868, with D. B. Hunter as its first Postmaster. In 1879, it was located in a wooden frame building in the middle of the east side of Marshall Street. A brick building was erected there in 1909, one of the finest equipped post office buildings in this part of the state.

Rural Free Delivery was established in 1900, with Civil War veteran J. Q. A. Reynolds as the first carrier. In 1968, the rural route covered 1,400 miles, requiring two carriers. The present post office building was remodeled and equipped with modern equipment in 1961.

Names of other postmasters include George C. Crane, Frank C. Downey, William W. Andrew, Mrs. Mabel Crane, Ray M. Lenocker, James E. McMenamin, and Maurice M. Neal.

H. Railroad

The first railroad to cross the Mississippi River was the Mississippi and Missouri (M&M) Railroad in 1856. Its construction was begun in Davenport in 1854, and during that year it was completed as far as Iowa City, a distance of about 54 miles, where it remained as the terminus for several years.

When the Chicago, Rock Island & Pacific (CRI&P) was formed in Iowa in 1866, it purchased the M&M railroad. A line from Kellogg, Iowa to Des Moines was completed in 1867. Then the Illinois and Iowa lines were consolidated.

The CRI&P passed through the south tier of townships, giving the south half of the county excellent market privileges, with direct communication east and west on one of the best railroads in the state. It had four stations in Dallas County — Boone, Van Meter, De Soto, and Dexter.

The rail line to Dexter was finished in August 1868 and the depot was erected in December of the same year. Construction to Council Bluffs was completed May 11, 1869, the day after the UP-Central Pacific tracks were joined at Promontory Point, Utah.

In the early 1900s, a passenger train came through Dexter about every two hours, going one way or the other. Passengers could go to Des Moines to shop and be back in Dexter by about 6:00 in the evening. A local reporter often met passenger trains to learn where locals were going so that the Dexter paper had lots of local news items to report. Some passenger trains stopped at every town. The Flyer stopped only if a station agent had wired ahead for it to make a stop. Dexter residents were always curious to know why and for whom a Flyer would stop in Dexter. Everything that came into Dexter had to come on a freight train.

In September 1957, the Dexter depot became history. The Dexter Museum has a display about the Rock Island Railroad, with items loaned by Rod Stanley.

I. Historical Dexter Businesses

Dexter Canning Factory

The Fort Des Moines Canning Company was incorporated in 1902, located at Fort Dodge, with capital stock of over \$125,000. It moved to Dexter in 1903. The company invested \$26,000 in building and equipment, and had one of the best equipped plants in the state. The factory was located east of Barton Street, between the railroad tracks and Davis Street.

Dexter was in its heyday in 1900, boasting a population of 795. During the operating season payroll at the factory amounted to \$1,000 per week. The factory shipped 30 to 40 carloads by rail in 1906.

One of the workers there in 1908 was Dexter graduate Conger Reynolds, who ran a sweet corn mixer and later a cooker. "Streams of sweet corn that had been removed from the cob somewhere above me had to be mixed in a revolving bowl with the seasoning ingredients . . . fed down a pipe. From my machine the mixture flowed down into a cooker that heated it and fed it automatically into cans. The cans were then capped and soldered and given a long cooking..."

That year their new label for corn included Dexter, the celebrated race horse, hitched to the sulky that helped him win the race that made him famous. On another part of the label was a half husked ear of corn surrounded by scroll work. The whole thing was embossed in five colors with gold gilt.

Labels used were Ft. Des Moines, Dexter Prairie Queen, Golf Queen, Yucca, and Honor. Besides sweet corn, the factory canned a lot of pumpkin.

Scarcity of water was a huge drawback for the plant until 1911 when an artesian well and a large holding tank were constructed.

After the Dexter Farmers Canning Factory burned in 1918, the owners agreed to rebuild it if farmers contracted to plant 800 acres of sweet corn for three years, and if the town made an effort to secure water for fire protection. The factory was rebuilt the next year, at a cost of \$60,000. During the 1919 season, a record 92,000 cans of corn were finished in one day's work.

In 1936, Dexter Canning, Inc. ran the affairs of the Dexter Canning Factory. Officers were Charles Willrich (President and Treasurer),

Leonard Reed (Secretary and Manager), John Willrich (Factory Superintendent), and J. M. McPherson (Director). By 1939 the factory was converted into corn storage. There was another factory fire in 1960.

There is a display about the canning factory at the Dexter Museum.

Dexter Creamery

A creamery has “a peculiar odor, half sour and half sweet,” according to Iowa author Bess Streeter Aldrich, in her book *The Rim of the Prairie*.

The first creamery was on the west corner of Creamery Road, south of Dexter. According to Ruby (Blohm) Neal, one farmer had a wagon with low sides and a high seat in front. He picked up everyone’s cream on his way to town. Others delivered their own cream and eggs. Some farm women churned cream into butter.

Mr. Pierce was the first operator of the Farmers Cooperative Creamery. There were four or five routes. Jim Meister, then just a boy, was in charge of one route. Drivers pulled up to a dock where cans were unloaded with a derrick operated by a crank. A hoist kept the cans from falling while milk was poured into a large vat, then run through a huge belt-driven steam operated separator. The separated milk ran into another vat leading to the side where farmers waited to refill their empty cans. Cream was run into another vat where it was churned and stored in big wooden butter tubs. Butter was sold in town; the rest shipped east by railroad. Buttermilk, left over from butter making, flowed into another vat which had a hose to the outside. Most was used to feed livestock.

In 1908 the creamery had 180 patrons. For the month of June, patrons were paid nearly \$5,000 for butterfat at a rate of 24 cents per pound.

At one time, under the leadership of James Keachie, the creamery became the most important enterprise of the town, and one of the most successful creameries in this section of Iowa. During that period almost all of the butter was shipped to Philadelphia, Pennsylvania.

A new creamery was built in downtown Dexter in 1915. It was managed by William McMenammin and was later purchased by him. Ward Paullin served a number of years as buttermaker.

Blohm’s Grocery

George Amus Blohm was born June 12, 1850 in Pellworm, Duchy of Schleswig, Germany. He was the eldest son of Martin Christian Blohm and Anna Agatha Clausen. In 1870 he came to the United States and lived south of Winterset. He moved to Dexter, where on Aug. 11, 1885 he married Anna Ohrt. Blohm conducted a meat market and later added a grocery store. He had completed a new building for his stores when he died. When his son Carl returned from military duty, he took over the butchering until 1934.

1906 – George A. Blohm bought the store’s building on Dexter’s main street, where he converted it into a meat and grocery store. His oldest daughter, Martha, began working in the store full time soon after she graduated from high school. All eleven Blohm children worked in the store at some time.

1918 – George A. Blohm died.

1933 – During July, the Barrow Gang (Bonnie and Clyde, Clyde’s brother Buck and his wife Blanche, and a driver) hid out in Dexfield Park. Buck had a severe head wound. Clyde made several trips into Dexter for food and medicine. Five days in a row, Clyde ordered a chunk of ice and “five dinners to go” from the restaurant section of the store, run by Carl Blohm and his wife. Clyde promised to bring the dishes and silverware back, and he always kept his promise.

1939 – Martha, Ed and Walt Blohm operated a restaurant known as

the “Indian Grill.”

1940 – A locker plant was installed and Ed Bloom became the full time butcher. After 1942, Blohm’s was operated as a grocery and locker.

1942 – The Indian Grill was closed when Walt was called to the army. Martha and Ed continued to operate the grocery and locker.

Excelsior Thresher Tooth Company

W. H. George had been working on the invention of a threshing machine tooth since he was a young man, and had secured patents for them. In 1890, he began the manufacture of his thresher tooth and the business soon attained such volume that it demanded his entire attention. In 1892, George organized the Excelsior Thresher Tooth Company. The company manufactured Excelsior thresher teeth, Excelsior harrow carts, Billy Twiste washers, Monarch washers, belt guides, and more. In 1903 a modern factory building was erected in Dexter to facilitate the growing business. The factory was destroyed by fire in February 1907, but arrangements were made to rebuild. Starting in 1907, George designed a number of well-known hand powered washing machines. Some of the washing machines manufactured in Dexter were “The Monarch” and “The Billy Twister.” The Dexter double-tub was best known throughout the land.

Radio

Dexter had a radio service during 1922-1923, owned and operated by Tom H. Warren.

J. Notable Residents (Dexter)

Edwin Hurd Conger (1843-1907)

Iowa State Treasurer, State Representative to US Congress, Ambassador to Brazil and China

As noted in the July/August 2017 issue of *Iowa History Journal*, Terry Branstad is not the first Iowan to be named as U.S. Ambassador to China. The first was a man from Dexter named Edwin H. Conger. Born in Knox County, Illinois, on March 7, 1843, Conger resided in Illinois with his parents until 1868, when he received his education from Lombard University in Galesburg.

In 1862, Conger enlisted as a private in Company I, 102nd Illinois Infantry, and served three years in the Civil War. In 1864, he was commissioned Captain, and at the close of the war was breveted Major. He was engaged in the battles of Resaca, Georgia, Kenesaw Mountain, Peachtree Creek, and numerous other skirmishes.

Conger graduated from law school in Albany, New York and was admitted to the bar in 1866. On June 21, 1866, he married Sarah J. Pike, daughter of E. W. and Laura Pike, a native of Ohio. They had a daughter, Laura, and lost a son, Lorentus.

In 1868, Conger moved to Madison County, one-half mile south of Dexter, where he engaged in farming and stock business, and became County Supervisor of Penn Township. As such, he had a significant role in Madison County by making the historic motion that led to seven covered bridges being built.

In 1873, he engaged in the banking business in Dexter as a successor to his father, and moved his family to Dexter in 1874. He sold an interest in his bank to G. G. Pierce in 1875, and the firm name was changed to Conger & Pierce. After selling an interest to Mr. Pierce in the bank at Dexter, Conger, along with his brother, purchased the Exchange Bank at Stuart, the oldest bank in the place. In the fall of 1878, he was elected County Treasurer of Dallas County, then in 1880 elected as State Treasurer of Iowa.

Five years later he became a State Representative to the U.S. Con-

gress. Mr. Conger was appointed Minister to Brazil in 1891. President Theodore Roosevelt appointed him Ambassador to China in 1898, a position he held throughout China's Boxer siege. Conger was also named Ambassador to Mexico, but he only served a few months.

Sarah (Pike) Conger became a friend of Cixi, the Chinese Empress Dowager. Mrs. Conger wrote two books about their time in China, and one was written about the friendship between the two women. Mrs. Conger's papers have been collected by Harvard University.

Years later, the Congers visited Dexter and drove out to the old homestead. According to *History of Dexter, Iowa*, Conger said he wanted to review scenes where the happiest moments of his life had been spent.

Dr. Nelson Percy (1875-1958)

Nelson Mortimer Percy was born in Dexter on November 7, 1875 to Mortimer and Mary (Amidon) Percy. (Both parents are buried at Dexter.) Nelson attended Dexter public schools, graduating in 1892. In 1899 he graduated Rush Medical College and interned at Augustana Hospital, becoming assistant to the chief surgeon, Dr. Albert J. Ochsner. The two men published *Clinical Surgery* in 1912. Dr. Percy became chief surgeon there in 1925 and chief of staff in 1935. He perfected the Percy Method of Whole Blood Transfusion (consisting of running a tube directly from the donor's vein to the person needing blood), used by Chicago hospitals before WWII. Dr. Percy was also a professor of clinical surgery at the University of Illinois.

During WWI, Dr. Percy organized the U.S. Base Hospital No. 11 in France, serving as Lieutenant Colonel in the Medical Corps and Surgical Director there. He became President of the Chicago Surgical Association in 1925, and also head of the American Goiter Association. He became Chief of Staff at the Augustana Hospital in Chicago in

1936.

Dr. Nelson M. Percy died October 10, 1958 in Chicago. He is buried at Memorial Park Cemetery, Skokie, Illinois.

Eugenie Moore Anderson (1909-1997)

Helen Eugenie Moore was born on May 26, 1909, in Adair, one of five children of Rev. Ezekial A. Moore, a Methodist minister, and his wife, Flora Belle. The Moores moved to Dexter in 1913, where Rev. Moore served in the Methodist Church until 1916. Eugenie lived in Dexter between ages 4 to 7, and in Iowa until 1930. She married John Pierce Anderson and studied music.

Anderson became active in politics, being elected Democratic National Committeewoman in 1948. In 1949 she became America's first woman ambassador, having been appointed by President Harry S. Truman to serve in Denmark. In May 1962, she was named American Ambassador to Bulgaria by President John F. Kennedy, and became the first Western diplomat to speak in Bulgarian on the state TV and radio. Anderson negotiated and concluded the Financial War Claims Agreement, and resolved a number of long-standing citizenship cases.

Anderson was U.S. Representative on the Trusteeship Council of the United Nations in 1965, and was the first woman to serve as Alternate U.S. Representative to the Security Council in 1966. She was also named by President Johnson as an Alternate Delegate to the 20th and 21st Sessions of the General Assembly of the United Nations.

Conger Reynolds (1891-1971)

Born on a farm in Dallas County on March 23, 1891, Conger Reynolds grew up in Dexter, graduating high school with the class of 1908. (Conger was named in honor of Edwin H. Conger.) Reynolds worked for a farmer during the summer, then ran a sweetcorn mixer and a cooker in the Dexter Canning Factory to get started at Drake University.

Transferring to the University of Iowa, he sold stereoscopic pictures door to door by bicycle, waited tables in Iowa City, and sold magazines in rural areas on a horse. He graduated Phi Beta Kappa in 1912.

Reynolds' first job was as a reporter with *The Des Moines Register and Leader*, then with the editorial staff of *The Register and Tribune*.

Reynolds returned to the University of Iowa to become Publicity Director, and also taught journalism and English. While there he helped found the journalism department.

The Great War broke out during that time, so Reynolds enlisted and was assigned to military intelligence in France, and later to the press section. "All dispatches and mail articles had to be submitted to censors and passed by them before they would be allowed passage by cable or mail," he later wrote. "I still have the rubber stamp with which I passed hundreds or thousands of articles before putting its impression on the final sheet and writing my name and rank across it." The stamp was recently donated to the Dexter Museum by his granddaughter.

After the war Reynolds remained in France as managing editor of *The Chicago Tribune, Paris edition*.

In 1922, he was assigned vice-consul to Halifax, Nova Scotia for two years, then vice-consul and later consul in Stuttgart, Germany, specializing in trade promotion.

In 1929, Reynolds became the Director of Public Relations for the Standard Oil Company, from which he retired in 1955. He also helped found the Public Relations Society of America.

Moving to Washington, DC, Reynolds joined the U.S. Information Agency as Director of the Office of Private Cooperation. There he worked with the Eisenhower administration to launch the People-to-People International Program which was designed to promote

international understanding. He worked in this capacity until 1961, when he finally did in fact retire. Conger Reynolds died in 1971.

The Marshalls

Miles Marshall was born in North Carolina in 1789, and married Martha in a Friends meeting house in Tennessee in 1810. Shortly thereafter, the Marshalls became part of the Tennessee Quakers who settled in Wayne County, Indiana, where Miles Marshall served as Justice of the Peace for sixteen years and in the Indiana State Legislature twice.

Martha Marshall died in 1854. When his friend John Maulsby moved west to Iowa, and wrote of its wonderful climate and soil, Marshall came to Dallas County with two daughters and four sons – Maben, Calvin, Collin, and Miles Jr. ("Bob") - the following spring.

Marshall bought 480 acres of prairie and 30 acres of timber south of the South Raccoon River. The Bear Creek Friends meeting accepted his membership, and he was also a member of the Whig party, believing that it was the political party that would abolish slavery.

Both of his younger sons, Collin and Bob, as well as grandson Clayton Marshall, joined Col. James Redfield's Company H of the 39th Infantry to fight in the Civil War. Collin was killed by Rebels in Georgia on July 4, 1863. Bob brought his body back to Eddyville, then Calvin took a wagon down and brought it home. Redfield's Marshall GAR Post, recently restored, was named after Marshall's son. Collin, age 36, is buried at Wiscotta, along with Col. Redfield who was also killed in that war.

Dexter's main street is called Marshall Street after Maben Marshall (who platted out the town of Dexter). Named Marshalltown at first, it was changed to Dexter when they learned there already was a Marshalltown in Iowa.

Calvin Marshall bought land north of Dexter and built a log cabin. When Calvin retired from farming, he moved to land northwest of Dexter near the river where he discovered a mineral spring. Meskwaki Indians also lived in that area. With his sons, Calvin enlarged the spring, had six copper-lined tubs made, built a bath house, and opened Marshall Springs. Calvin eventually moved to town, bringing one of the copper-lined tubs with him. Marshall Springs became Dexter Springs after WWI. In 1915 it was bought out by four Valley Junction men who enlarged it into Iowa's first amusement park, named Dexfield Park. The infamous Bonnie and Clyde shootout happened there in 1933.

The Blohms

Martin Christian Blohm (1824-1883) brought his family to the U.S. when his oldest, George Amus Blohm, was of age for military service. They were all born on the island of Pellworm, Schleswig-Holstein, which was part of Denmark when Martin Blohm and Anna Clausen were born. After a war between Denmark and Prussia and Austria, it became part of Prussia/Austria in 1864 and became part of the German Empire. So the Blohm children were technically "born in Germany." Martin Blohm didn't want his sons fighting for the kaiser in the Franco-Prussian war, so they came to America in 1870, settling in Madison County, Iowa.

Descendants of Martin Christian Blohm: (All but Johannes were born in Pellworm, Germany)

George Amus Blohm, b. 1850. Became a butcher and grocer in Dexter, Iowa. (See Blohm's Grocery)

Mary A. Blohm, b. 1851. Married John J. Reynolds and lived Madison County.

Mathias A. Blohm, b. 1852. Became a butcher in Carroll, Iowa.

August L. Blohm, b. 1854. Became a Des Moines butcher.

Martin A. Blohm, b. 1856. Became a merchant.

Herman Blohm, b. 1858. Lived in Madison County.

John J. Blohm, b. 1860. Became a miner in Colorado Springs, Colorado.

Anton Blohm, b. 1862. Became a butcher in Carroll, Iowa.

Caroline A. "Lena" Blohm, b. 1864. Married Lou Aiken and lived in Van Meter.

Johannes D. Blohm, b. 1872 in the U.S. Died in 1874.

1883 – Both parents (Martin and Anna) died. They are buried in Hamblin Cemetery, east of Macksburg, in Madison County.

1885 – George Amus Blohm married Anna Marguerite Ohrt, whose family had also immigrated from Pellworm. All of their children (see below) were born in Dexter.

Martin Anton Blohm, b. 1886, d. 1909

Carl Detliff Blohm, b. 1887. Drafted for WWI, but never got farther than Camp Dodge. Later owned the Locker Plant and Grocery store in Weldon, Iowa.

George Amus Blohm, b. 1888, opened a butcher shop on Polk Street in Dexter.

Martha M. Blohm, b. 1889. Never married.

George Albert Blohm, b. 1890. Drafted in WWI. Became a veterinarian.

Hannah Christine Blohm, b. 1892. Married Ira Cox.

Carrie Helen Blohm, b. 1894. Married L. E. Marsh.

William Richard (Bill) Blohm, b. 1896. Served in WWI where he helped build a bridge across the Rhine River. Later worked as a rural mail carrier. Married Georgia. Children: Thelma Blohm, William Blohm, and Peggy (Blohm) Wells.

Ruby Emma Blohm, b. 1898. She played basketball for Dexter. Ruby married Kenneth Neal. Children: Warren, Elizabeth (Neal) Wells, Willis (Bill), Nadine (Neal) Shepherd, Marian (Neal) Beaman, and Scott Carl.

Edwin Hoyt Blohm, b. 1900. Never married. Did butchering and meat cutting for Blohm's Grocery and ran the locker there.

Walter Conrad Blohm, b. 1902. Served in WWII and as a cook in Europe. Never married.

Frank Delwood Blohm, b. 1904. Became a veterinarian in Hubbard, Iowa. Married Mona. Children: George, Jane.

Lt. Francis Schuyler Love

Francis Love, son of John and Elsie (Poffenberger) Love, was born in Adel on August 8, 1918. He graduated from Dexter High School in 1936, and worked in Adkins Food Store for five years. He enlisted in the U.S. Army Air Corps in 1941 and became a pilot.

Love met Esther Ellen Christella Cummins in Townsville, Queensland, Australia, and is the father of Sandra Frances Carter (Cummins) born 4/24/1944 (after Love's death). She resides in Brisbane, Queensland, Australia. He also has 2 grand-daughters, 4 great grandchildren and 2

great great grand-daughters.

Love served in the 9th Fighter Squadron, 49th Fighter Group, 5th Air Force in New Guinea. They called themselves Boys of Humpty Do. Love flew over 25 operational flights which were considered to be exceptional aids to the success of the Southwest Pacific theatre operation from May to July of 1943. He was awarded the Air Medal for his efforts.

Twice Lt. Love was reported missing-in-action, but made it back to his base. The first time, he lived with friendly natives for several weeks before making it back to the airport. After the second crash, on a New Guinea beach, he was rescued by a PT boat.

On July 13, 1943, Lt. Love took off on a mission. During the flight, Love's windshield fogged up, forcing him to bail out in the vicinity of Hercules Bay near the Mambare River to the west of Cape Ward Hunt. It is believed that Love had already bailed out by then, possibly due to engine trouble. Love was unhurt and rescued roughly 25 miles up the coast from Cape Ward and returned to duty.

On November 2, 1943, a.k.a. "Bloody Tuesday", eight bombers and nine fighter planes were lost, including Love's, while on a mission to Rabaul, East New Britain, Papua New Guinea. He was listed as missing in action until December of 1945, when he was legally presumed dead. He was 25 years old.

On December 5, 2000, a native of the island discovered the wreckage on the Clifton Plantation, where the plane appeared to have hit the ground at such a high speed that the type of plane was not easily recognized. Through investigation, DNA samples, and other forensic evidence, in early September 2002, the U.S. Army was able to identify the victim at the crash as Francis S. Love. He had been wearing his Dexter High School class ring of 1936, which was recovered.

His remains were returned to Love's hometown where a funeral and military burial were held. His name is also permanently inscribed on the Tablets of the Missing at the Manila American Cemetery and Memorial in the Philippines.

Elinor G. Chapler (1910-1977)

Elinor was born January 19, 1910 to Nold Wagner and Gertrude (Utley) Groh in Little Rock, Arkansas. She was a 1927 graduate of Little Rock High School, and attended Little Rock Junior College, College of the Ozarks (Clarksville), and the University of Arkansas (Fayetteville).

She was librarian for over six years at the Little Rock Public Library, and was a professional organist for the First Methodist Church. She married Dr. Keith Chapler on June 5, 1930, and they moved to Des Moines, where Dr. Chapler interned at Lutheran Hospital.

The Chaplers moved to Dexter in 1933, in time to encounter Buck and Blanche Barrow after the Bonnie and Clyde shootout at Dexfield Park that July.

The Dexter Women's Club was formed in 1935 to "broaden mental horizons and to stimulate larger intellectual development," according to Dexter's 1968 Centennial History. Mrs. Chapler was elected their first president.

The next year, the library became tax supported. Elinor Chapler was on the library board for several years, Chairman of the Book Committee, choosing and purchasing the books, emphasizing children's books early on. She also started the filing system and catalogued the books.

Growing Heritage, her book of poetry, was published in 1937. Her poems were published in 17 anthologies and in newspapers and maga-

zines throughout the nation. Some were aired by radio.

She is listed in *American Women—Standard Biographical Dictionary of Notable Women (1939-1940)*, *Who's Who in Dallas County, Iowa*, in 1940, and in *Who's Who in the Central States (1947)*.

A long-time organist for the Dexter Methodist Church, Mrs. Chapler lectured on poetry and music appreciation, wrote book reviews for the *Iowa Medical Journal*, the *Bulletin*, and conducted a book column in the *Dexter Review* for many years. She served as President of the P.E.O. for six years, was chairman for four years of the State Medical Auxiliary, and associate editor of *Horizons*.

Merritt Winsell (1898-1918)

Born February 11, 1898 in Drakesville, Iowa, Merritt Winsell was the only son of Dr. Frank and Jessie Mae (Drennan) Winsell. Winsell was a 1916 graduate of Dexter High School, in a class of sixteen students. Nicknamed "Spec" and "Peeb" (his middle name was Peebler) he was football captain his senior year. He also went out for Declamatory, was athletic editor of the yearbook, and was class president one year.

Merritt Winsell and friend George Monroe Slocum, also a Dexter boy, enlisted together in the Great War. They were assigned to the 32nd Aerosquadron at the Issoudun Aerodrome in France, where Winsell became a cook.

The aerodrome, built in 1917 about 100 miles southwest of Paris, was a complex of military airfields near Issoudun used during WWI as part of an instruction center for airmen of the American Expeditionary Forces. At the time it was the largest air base in the world. Eddie Rickenbacker trained there.

The first Dexter boy to lose his life in the war, Merritt Winsell died at Issoudun of disease on July 3, 1918. His friend George Slocum survived. Merritt Winsell is buried at Arlington National Cemetery where some of the others from his squadron are buried.

Clell Fletcher Hoy (1917-1991)

Clell Hoy was the stepson of master blacksmith Jim Meister of Dexter. Around 1930, Jim married Roxie (Stone) Hoy, who had five children: Ora, Cleo, IG, Clell, and Max Hoy.

Clell joined the Navy right after he graduated from Dexter High School in 1936. He served aboard seven destroyers, including the USS Kidd and the USS Madison. During WWII he served at Casablanca in North Africa, as well as in the Pacific – Eniwetok, Okinawa, and the Philippines. He served ten years as a Chief Commissary Steward, and was awarded a Purple Heart.

After the war, he married and lived in the Chicago area until his wife's death in 1982. He then returned to Dexter and traveled extensively, including to Australia.

Clell Hoy and other family members donated over 1,000 homemade tools and other items from the blacksmith shop of his stepfather, Jim Meister. A group of Dexter residents bought a small brick building on the town's main street and moved Meister's machinery and tools to the building.

Hoy willed \$50,000 to the Dexter Museum. It has been set up as a trust to help support the museum. Hoy is buried in the Dexter Cemetery.

William H. George, Dexter Laundry

Born in 1862, William George started out farming. He became a traveling salesman in 1890 for Gaar, Scott & Company, manufacturers of threshing machines. During the two years he worked for them, he began making thresher teeth.

In 1892, George started a company to manufacture the threshing machine tooth he had designed and patented. The Dexter Washer Company was established in Dexter in 1894, during the era of hand-pow-

ered wringer washers. A modern factory building was erected in 1903. The Dexter Washer Company also manufactured automatic engine couplers, adjustable belt guards, cylinder wrenches, and harrow carts in connection with the thresher tooth.

The factory was destroyed by fire in 1907. A new department had been added as George had designed several washing machines, such as "The Monarch" and "Billy Twister." The first ones were made from cypress. Later they were made of zinc, copper, and porcelain with a variety of power options – belts, steam, gas, and electricity. Dexter Laundry relocated to Fairfield, Iowa, in 1908.

Evelyn Corrie Birkby, Up a Country Lane

Born July 31, 1919, Evelyn Mae Corrie was the daughter of a Methodist minister, so their family moved to a new town every three years. They lived in Dexter for three years during the 1920s when her father was a pastor at the Dexter Methodist Church and the rural Penn Center Methodist Church from 1926-1929. Evelyn married high school classmate Robert Birkby.

In addition to writing a weekly newspaper column since 1949, Evelyn was a writer and broadcaster for KMA Radio and *Kitchen-Klatter*, part of the longest-running homemaker program in the history of radio. In 1996 she represented Iowa at the Smithsonian Folklife Festival; in 1998 she was named an Iowa Master Farm Homemaker, and in 2009 Iowa Public Television featured her in a documentary about radio homemakers. She is the author of ten books, including *Neighboring on the Air: Cooking with the KMA Radio Homemakers* (Iowa, 1991) and *Up a Country Lane Cookbook* (Iowa, 1993). Many of her pictures, stories and other items have been collected by the University of Iowa.

For seventy years Evelyn never missed a column, although she did allow guest columnists from time to time. She kept working and writing

as long as she could. She published her 12th and final book in 2018 and published her final column in November of 2019. She continued to do monthly radio appearances on KMA Radio in Shenandoah well into her 100th year. Evelyn passed away on February 7, 2021 at the age of 101.

Joy Neal Kidney (Writer)

Joy Neal Kidney was born in Dexter, and graduated from Earlham High School and the University of Northern Iowa. Married to a Vietnam Air Force veteran, Joy lives in central Iowa. Her non-fiction has been published in *The Des Moines Register*, other media, and broadcast over “Our American Stories.” Her essays have been collected by the Iowa Women’s Archives at the University of Iowa. Her book *Leora’s Letters: The Story of Love and Loss for an Iowa Family During World War II* is the compelling true account of Joy’s grandmother, Leore Wilson. Joy used family stories, letters, photos, combat records, casualty reports, and telegrams to write of her grandmother’s life and loss. (Five of Leore’s sons went to war, only two returned.) In *Leora’s Dexter Stories: The Scarcity Years of the Great Depression*, Joy recounts how her grandparents, then tenant farmers, survived the Great Depression including threats of sickness and relentless unemployment.

Historical Sites (Dexter):

Dexfield Park

The former Dexfield Park was positioned north of town and just to the east of the Dexfield Road that once connected the WPR with its rival River-to-River Road. Built along the Raccoon River in 1915, Dexfield Park was funded by four Valley Junction men. Dexfield Park was the first and most famous entertainment park in the state until it closed in 1927. Crowds of up to 4,000 would swarm there. It was briefly reopened in July 1932 but then continued to fade away and only served as a campground.

The park once featured an open-air dance hall, a movie screen, campgrounds, restaurants, a midway, small zoo, skating rink, and a large cement swimming pool fed by the nearby Marshall Springs, which was said to have healing qualities. (Calvin “Pete” Marshall decided to get in on the mineral springs craze for people looking for relief from arthritis and other ailments. He built a bath house with six copper-lined tubs for people to soak in, and an area where they heated the water. Marshall Springs was popular with people from all over, some of whom brought their own jugs and other containers to take mineral water home. Heating and hauling the water was too much for a retired man, even with help from two sons. It was known as Dexter Springs for a while, and there were even jugs with “Dexter Springs” on them.)

One advertisement, urging spending the 4th of July at Dexfield Park, gave directions to get there from Des Moines by taking the C.R.I.&P. railroad to Dexter on the 8:35 am or 11:50 a.m. train, or by taking the C.M.&St.P. to Redfield, leaving Des Moines at 9:00 a.m.

While Dexfield Park was in its heyday, Dexter’s population went from 767 people (in 1910) to 748 (1930). Redfield’s went from 657 (1910) to 870 (1930). So to have 4,000 visitors in just one weekend, Dexfield Park had to draw Iowans from all over the area, looking for amusement.

Located between Dexter and Redfield on the south side of the Raccoon River, Dexfield Park covered 65 acres. The entrance was from the west. A long lane led to a box office where visitors paid \$2 for each car, plus 9 cents per person and a War Tax of one cent.

The Olympic-sized cement swimming pool was fed by Marshall’s spring with a long line of drinking fountains on the south side of the pool. North of the pool was a large bath house that rented out swimming suits and towels. The diving tower was at the east end of the pool. On special days, an expert was hired to make dives from the top of the tower.

South of the pool was a pavilion with a cement floor and a movie screen. Every Sunday night they showed free movies.

On the hillside beyond that was a free camping ground. People brought their own tents and vacationed there. West of the pool was a large open-air dance hall, where many good orchestras played. The open-air roller skating rink was on the northeast corner of the park. You could rent skates and skate to calliope music. Baseball teams came from all over to play on Dexfield's ball field.

Other attractions at Dexfield Park included band concerts, acrobats, singers, a ferris wheel, merry-go-round, zoo (with farm animals), games of chance, food stands, a bayou with canoes to rent, and fireworks. Rides, ice cream, and pop each cost 5 cents.

With the end of the first World War, there was a special celebration in September 1919. The program included a jazz band concert, free vaudeville show and "moving pictures" at night, a baseball game (Casey vs. Anita), a dance and more.

There were at least a few annual roundup and rodeos in the 1920s at Dexfield Park (the 2nd annual took place on August 21, 1927), which might substantiate the later claims of Clyde Barrow that he chose the park for his infamous hideout because he had participated in rodeos there.

The park closed in 1928, but was open for a time in 1932. In 1933, a Dexter class got permission for a skating party, as the rental skates were still there. After the park had closed, a group of about twelve or eighteen Girls Scouts, lead by Della Gowdy and Genora Cushman, walked out to the area to pick wild flowers for May baskets, which they delivered to Dexter's elderly and shut-ins. One time they camped there on the floor of the open-air dance hall. They didn't get much sleep because walnuts kept dropping on the roof.

The park had electric lights. One of the old red-shaded lamps at the

Dexfield Park marker along the road is an original lamp. The DNR now owns the land where the park used to be.

Bonnie & Clyde Shootout Site

The abandoned Dexfield Park served as a hideout for the Barrow gang from July 20 to 24, 1933. They picked a location for their camp on the high ground south of the park, tucked away in the underbrush. It is here that they tended to their wounds from a previous gun battle near Platte City, Missouri.

In 2008, a marker was added to the Dexfield site where the Barrow Gang camped out. It's positioned so that, when you look up from the text describing the event, you face the exact spot where the shootout happened.

Dexter City Museum

The museum features historical city artifacts, including documentation of President Harry Truman's visit to the National Plowing Match held in Dexter in 1948, President Taft's visit to the city, and two other famous visitors - Bonnie and Clyde. The museum is open on Sundays from 1-3 pm from May to October.

Dexter Park - Honor Roll Memorial

The memorial plaque located at Dexter Park honors the men who paid the ultimate sacrifice serving our country. They are as follows:

World War I

Merritt Winsell

Vern A. Standing

Paul Sloan

Charles Kinkennon

World War II

Lynford G. Bebout

George R. Eversull

Otis C. Earp

Keith M. Findley

Clair Lydon

Charles H. Leighty

Francis S. Love

Charles E. Sam

Merlyn Lyle Thompson

Vernard O. Wetrich

Dale Ross Wilson

Daniel S. Wilson

Claiborne Wilson, Jr.

Korean War

Claire Le Roy Fett

Vietnam

John D. Lonsdale

John A. Marsh

Historical Events (Dexter):

President Truman and the 1948 National Plowing Match

“It does my heart good to see the grain fields of the Nation again. They are a wonderful sight. The record-breaking harvests you have been getting in recent years have been a blessing. Millions of people have been saved from starvation by the food you have produced. The whole world has reason to be everlastingly grateful to the farmers of the United States...” - Excerpt from President Harry S. Truman’s speech on September 18, 1948, Dexter, Iowa

It was an election year. New York Governor Thomas Dewey was expected to soundly beat President Harry Truman. Iowa was chosen to host the 1948 National Plowing Match, giving the little town of Dexter nine months to get ready for it. They decided to invite Gov. Dewey to be their main speaker. He declined.

So Iowa Farm Bureau President E. Howard Hill and other Iowa agricultural leaders went to the White House where they met with President Truman in May 1948, and invited him to come to the National Soil Conservation Field Days and Plowing Matches in Dexter. Months went by with no word from the White House. Then three weeks before the big day, plowing match organizers were notified that Truman had accepted their invitation. (Once Gov. Dewey heard Truman was headed to Iowa, he immediately arranged for a farm press event to be held on his Pawling, N.Y., farm on the same day as the national plowing matches near Dexter.)

When Truman arrived in Dexter on Sept. 18, 1948, he was a 50-to-1 underdog against Dewey. Nevertheless, a crowd welcomed Truman to Dexter in grand style. As part of his whistle-stop presidential campaign, Truman arrived in Dexter via the Rock Island Railroad, where he was greeted at the depot by the Dexter school band, a parade, and a queen and her court. The Dexter band, led by drum majorette Thelma Blohm, played “The Iowa Corn Song” for the President, followed by “The Missouri Waltz” since Truman was from Missouri.

President Truman, his wife Bess, daughter Margaret, and other dignitaries, including Plowing Match princesses, rode in a dozen convertibles, followed by the band, with the Iowa Highway Patrol last. Truman’s convertible was a powder blue Cadillac.

Dexter’s streets had been scrubbed and the main street lined with flags and banners. Store owners decorated their windows to welcome the President. The parade wound north on Marshall Street to the highway, west to the Drew’s Chocolates corner, then north a mile and a half to the Agg farm, where the contests and other demonstrations

were underway. Approximately 100,000 people gathered to hear the President address farmers and the nation.

It's been said that this speech was the turning point in the Truman presidency, given his ability to turn the nation around, and it lived up to his "Give 'em Hell, Harry!" reputation. Behind the President sat a very large scoreboard listing the plowing contestants' names, counties and the type of plowing to be performed. The platform awaiting the dignitaries had been built by local World War II veterans who were enrolled in the G.I. night school at Dexter, including John Shepherd, Warren and Willis Neal, Glenn Patience, and Earnest Kopaska.

Truman's noon speech was carried live over WHO Radio. (You can watch part of the speech on YouTube, or at the Dexter Museum, which has a display about that historic day, including two of the original tote-boards.)

From local historian Bryon Weesner: "The president's train (Rock Island supplied the engine, but the rest was standard Pullman and the Presidential Ferdinand Magellan) was backed into Des Moines after he made his way to the show site."

"After delivering his speech and touring, he delivered another set of remarks and then the motorcade (30 brand new Cadillac convertibles) drove then Highway 6 back into Des Moines, then on Hickman down what was Harding Road (now MLK) back to the Rock Island Depot where the group re-boarded the train which was then further backed into east Des Moines (Rock Islands Short Line Yard) and then headed south into Missouri down the Rock Island's Spine Line and on to Kansas City."

In June 2008, Tim Florer followed a lead about a big scoreboard in a farmer's barn. It seems that John Bunnell had torn down his old cattle shed, and while he was stripping off the roof, he noticed boards with numbers and letters on them. The locals told him it was possibly the old scoreboard since that farm had been owned by the mayor of

Dexter in 1948, so he loaded up the boards and stored them in his machine shed for safe keeping.

Doris Feller from the Dexter Museum loaned Tim a photograph from that famous day with Truman. John and Tim put the remaining pieces of scoreboard back together and discovered that it was indeed the same scoreboard.

Tim called Kevin Cooney at KCCI-TV in Des Moines to explain the find. Kevin put Tim in touch with reporter Eric Hanson. As it turns out, Hanson's grandfather had been a contestant, shook President Truman's hand, and ate a chicken dinner with him!

Hanson and KCCI put together a story on the find. Eric was photographed with the scoreboard, his fingers touching his grandfather's name. John donated what was left of the recycled scoreboard to the Dexter Museum, where it is now on display for all to see.

Bonnie and Clyde Shootout at Dexfield Park

Since 1933, Dexter has been known for the shootout with the Barrow Gang in Dexfield Park.

As Mark Yontz wrote in "Shooting Down the Bonnie & Clyde Legend in Dexter" in *Iowa History Journal*, "The 'cult of celebrity' was very much alive even during the Great Depression, a time in this country's history when unemployment soared to around 25 percent and money, along with everything else, was in short supply. At best, life for most people was all about surviving. Throughout all of this, the public's appetite for anything to help escape the stark realities of the day never waned. For example, the early 1930s in the U.S. was part of an era marked by Prohibition, bootlegging, and an assortment of gangsters and criminals who frequently made the headlines for their exploits. From this group emerged two people, who to this day, continue to

capture the attention of the public more than 70 years after their deaths.”

Bonnie Parker, Clyde Barrow, his brother Marvin “Buck” Barrow, Buck’s wife Blanche, and a 17-year-old mechanic named William Daniel “W.D.” Jones, arrived in Dallas County, Iowa on July 20, 1933. (Newspaper accounts in Iowa at the time of the shootout incorrectly identified the fifth person as Jack Sherman or Hubert Bleigh/Herbert Blythe.) The group was on the run from a big shoot-out with police in Platte City, Missouri, a small town north of Kansas City. The gang had evaded the law once again, but Buck had sustained a bullet wound that blasted a large hole in his forehead skull bone and exposed his injured brain, and Blanche was nearly blinded by glass fragments in both her eyes (the left one in particular which still had a large piece of glass stuck in it).

The gang chose the remote location of the old Dexfield Amusement Park and set up their camp on a wooded hilltop overlooking the park site. They spent four to five days in the park area, intending to hide out, rest and recuperate. It has been suggested in some reports that Clyde knew of the park because he used to ride in rodeos there. Author Jeff Guinn, who wrote the biography *Go Down Together: The True, Untold Story of Bonnie and Clyde* disputes this. “Clyde was the furthest thing from being a cowboy. Over a year earlier he’d had trouble staying on the back of a mule after the aborted hardware store robbery in Kaufman...Clyde might have driven by Dexter as he and the rest of the gang crisscrossed Iowa, but if they’d stopped there at all it would have been only briefly to buy gas or get a quick meal.”

The Barrow Gang showed up with the getaway car, a Ford V-8 sedan, from Platte City, Missouri. According to Jones, the car had 14-15 bullet holes in it from the shootout there. Guinn states in his book that Clyde filled them with mud to try to disguise them at first.

On Friday, July 21, 1933, Clyde went into the Myron Wililams clothing shop while Bonnie waited in the car. Clyde bought several shirts from clerk John Love, not noticing until he paid for his purchases the gold badge inside Love’s shirt pocket. (Love served as Dexter’s night marshal.)

Love recalled that the man “looked about twenty-five and he had quite a southern accent to his speech. He wanted a couple of white shirts. He bought a couple pairs of socks and a pair of oxfords, the four-eyelet kind which were the most expensive shoes then. He wanted to know how much he owed. I figured it up but he didn’t even wait to get ‘em wrapped before he left. The guy sure looked at me strange all the time. I figured it out later. My deputy sheriff badge was sticking out of my pocket. I don’t think he liked deputy sheriffs too good!” Love also noticed that the man was short and walked with a slight limp.

From there, Clyde went to Blohm’s Cafe & Meat Market, where he ordered five dinners to go and a block of ice (thought to chip and apply to Buck’s head wound to keep the swelling of his brain down, according to Guinn). He visited Pohle’s Pharmacy where he purchased bandages, burn salve, and hydrogen peroxide. (Guinn makes the case that these purchases would not have been unusual back in the day when many people couldn’t afford doctor’s fees and tried to treat even severe injuries themselves.)

Clyde made another food run to Dexter on Saturday, this time buying fried chicken. Opal Lorenzen, who was working at her father’s cafe, later recalled that Clyde was courteous and bought chicken, pie, and soda pop. She claimed he took out a large roll of bills to pay for the meal and left a hefty tip.

On the afternoon of Sunday, July 23, Clyde and W.D. drove into the neighboring town of Perry and stole another Ford V-8 sedan, this one belonging to Edward Stoner. They drove both cars back to the campsite. (Clyde was a great fan of Fords; in fact, he wrote a letter to

Henry Ford telling him how much he liked his cars. Ford actually used Clyde's letter to sell more cars.)

According to Jones, Buck, Blanche, Clyde, and Bonnie would sleep in the car, while he slept on a car seat out on the ground. Jones later claimed to police that he was handcuffed each night to a tree to prevent him from getting away.

Later on Sunday, Clyde and Bonnie went into Dexter for a final food run. They had decided to start back to Texas in the morning, and bought hot dogs to cook for breakfast.

A hired hand for a local farmer, named Henry Nye, was out hunting wild blackberries and came near the Barrows camp. He found bloody clothing, seat cushions, and mats that someone had tried to burn unsuccessfully, and on the ground nearby were bloody bandages.

It seems that Mr. Nye was not the first to discover the camp of the Barrow gang - a troop of fourteen Girl Scouts led by Della Gowdey, camping at the old pavilion of the park, took an early morning hike and walked right into the Barrow Gang campsite. A member of this troop said the campers acted quite surprised. She had no idea who they were. Della and the other girls said good morning; Maxine remembered the campers smiled and returned the welcome.

Henry Nye contacted John Love who went to the park. With binoculars, Love could see two cars parked in the campground. Whatever else he saw remains a mystery, but it was enough for him to contact Dallas County Sheriff, Clint Knee. The Sheriff informed him of reports about the Barrow Gang being around. Not knowing if this was the Barrow Gang or not, John Love told him to bring his "heavy artillery" and come to Dexter.

Reportedly, Sheriff Knee, Deputy Evan Burger, Deputy Pat Chase, and Mr. Place went out that night with John Love. Love and Deputy Chase stayed along the road near the outlet, listening for noises all night.

Sheriff Knee organized a posse that included Des Moines police officers and detectives, a Des Moines dentist, Dr. Hershel Keller, who brought his own submachine gun, and many locals - in total about 50 people. The posse converged on the campsite at 5:15 a.m. on July 24. The road and bridge were guarded in an effort to block an escape. The officers walked in on the gang from the west in an effort to surprise them. The shooting began in what quickly became the biggest shootout in Dallas County history.

"We weren't very organized when we went after them," said Love. "They were up the hill from the park and I'd never really been out there. Bill Arthur and Rags Riley came out from the State Department and a couple of other guys that worked for the state came, too. There were forty-some Des Moines police, also. I had charge of eight policemen along the road. I thought that Clint Knee was in charge 'til I found out that he turned it over to the State Department."

The Barrow Gang was up and eating breakfast when they noticed movement in the brush around their camp. The bandits took refuge behind their car and opened fire with pistols and Browning automatic rifles - military guns that had been stolen from National Guard armories. Clyde attempted to drive one of the cars out of the park away from the lawmen, but was met by gunfire again. He was hit in the shoulder and lost control of the car, running over a stump where the car could not be pried loose. Clyde got everyone out and headed for the other car, but it was no use. The posse shot out all the windows and tires, and ruined the engine. The only thing left was to run and hide.

According to a statement Jones made to police in November that year, he had been hit with buckshot - some in his lip, some in his chest, and some in a finger. He was shot through his left calf with a bullet, and a bullet from a machine gun struck him in a chest on his right side. Jones was also shot in his left wrist and his right thumb.

Jones detailed in a statement to police later that Clyde had been hit several times in the shootout in Dexter - one bullet through his right leg, another gazed the side of his head, and he had buckshot in his right shoulder.

According to Love, “The only one hit out at the park was the boy with Barrow. He was hit across the chest with a bullet. I never had the chance to fire a gun. Buck was down, but that was because he had been shot three times in the back in Missouri and through the head once with a tommy gun.” Other accounts of the shootout, however, state that Buck had been shot in the back at Dexfield Park, that Bonnie had taken buckshot to the abdomen, and Jones described his and Clyde’s injuries in his police statement.

Love also insisted that they were not aware of who was camping out there. “I didn’t know until after we faced them, out at the park, that we had captured this Blanche and her husband Buck Barrow. He had been shot. I know that he wasn’t hit out there because the shirt (that we had found earlier) was his, with the bullet holes in it. You wouldn’t believe it if you saw how Buck was shot in the head. He was shot in Missouri with a tommy gun. The bullet went in right under the skull and came out. I helped Dr. Chapler dress his wound. You could see his brain and that guy was still talking. Buck was doped up pretty well. They had tried to buy dope for him but all they could get was aspirin,” Love recounted.

Bonnie, Clyde, and Jones took off, leaving Blanche and Buck behind. Clyde and Jones (who was supposedly ordered to carry Bonnie) went east and then north towards the South Raccoon River. (It’s not clear why Jones carried Bonnie. Most likely she did have some wounds to her midsection as recounted in some reports. However, a month earlier, Bonnie had suffered severe injuries to her right leg. On June 10, 1933, while driving with Jones and Bonnie near Wellington, Texas, Clyde had failed to see warning signs at a bridge under construction,

and the car flipped into a ravine. Sources disagree on whether there was a gasoline fire or if Bonnie was doused with acid from the car’s battery under the floorboards, but she sustained third-degree burns to her right leg, so severe that the muscles contracted and caused the leg to “draw up”. Jones observed that “She’d been burned so bad none of us thought she was gonna live. The hide on her right leg was gone, from her hip down to her ankle. I could see the bone at places. Bonnie could hardly walk; she either hopped on her good leg or was carried by Barrow.”)

While Bonnie and Jones stayed hidden in the woods, Clyde tried to go back to get another car. He was met by two members of the posse - Deputy Evan Burger and the editor of the *Dexter Sentinel*, Everett Place. He exchanged gunfire with them and went back to Bonnie and Jones. The trio waded through the South Raccoon River at the east end of the park, east of Spiller’s Cemetery, and arrived at the Vallie Feller farm.

Clyde approached the farmstead, intending to steal a car. Mr. Marvelle Feller later recalled this encounter. Marvelle, his father Vallie, and hired man Walt Spillers were on their way to milk the cows when they saw a small bloodied man walk out of the cornfield. Clyde pointed a .45 caliber revolver at them. As the Feller’s dog barked and bounded toward him, Clyde told them to pull off the dog or he would kill it. He then told them he needed help. He whistled and Jones came up the fence carrying Bonnie. As Marvelle and Vallie helped lift her over the fence, Vallie dropped her. Clyde was quite irritated by this and told them to hold on to her. He then told them that he needed a car. The Fellers had three cars on the place but no money for fuel. The only car that was running was the Feller family car, a blue 1929 Plymouth.

During this exchange, Marvelle’s mother and his 9-year-old sister came out of the house to see if the men knew anything about all the shooting going on. She walked right into the rest of her family being held at gunpoint by Clyde, and became quite excited and very upset. Clyde told Vallie to settle her down. He said, “The law is shooting the

devil out of us.”

Bonnie and Jones got into the back seat of the car and Clyde got into the driver’s seat. The car started right up, but Clyde had never driven a Plymouth and Marvelle had to show him how to shift the gears. Clyde thanked Marvelle for all of their help and said he would pay them back someday. For a long time afterwards, the authorities censored the Feller mail but nothing ever arrived. It is interesting to note that after Jones was captured and confessed, he said Clyde was out of ammunition when he confronted the Feller family that day. Marvelle said he thought he could have taken them on but did not want to risk Clyde testing his .45 caliber revolver on him.

With the Feller car, Clyde drove to Polk City, about 38 miles northeast of Dexter. A flat tire forced them to stop. They stole another car, a 1929 Chevrolet sedan. They doubled back 40 miles to Guthrie Center. There they were spotted and surrounded by 200 men in a posse. Incredibly they managed to escape again, mostly through the driving skills of Clyde, and were last seen about 60 miles northeast of Sioux City. Jones said that the three of them travelled through Nebraska, Minnesota, and into Colorado in this car. Spying a newspaper article that stated the authorities were looking for them in Colorado, Clyde turned back through Kansas, down into Missouri, back into Oklahoma, and then across into Mississippi, where Jones got away from them.

Back at the Dexfield Park on July 24th, a National Guardsman, Dr. Keller, and James Young of Dexter came upon Buck and Blanche hiding out behind a fallen tree. In a well-known photo by Herb Schwartz of *The Des Moines Register*, Blanche is seen struggling with police officers John Forbes and Ford Knapp, as Buck lies seriously wounded on the ground, tended by Virgil Musselman in an undershirt and bib overalls. Harley Pearce, a Des Moines patrolman, took Buck and Blanche to Dexter for treatment at the doctor’s Chapler-Osborn Clinic. An ambulance was called from Perry, 30 miles away, where Buck was taken to the King’s Daughter Hospital in Perry. He died there five days later.

Blanche was treated and taken into custody, first to Adel and then to Des Moines, where she was booked and fingerprinted. She was sent to Jefferson City, Missouri, to stand trial for her crimes. Blanche was convicted and sentenced to ten years in prison, serving six years of that sentence before being released on good behavior. She led a crime free life after her release.

W.D. Jones made his way back to Texas. A co-worker in Houston turned him in to police and he was arrested on November 16, 1933. Jones served time in prison for his role with the Barrow Gang.

Bonnie and Clyde had escaped in Dexter but the shoot-out was the beginning of the end for them. In less than a year, on May 23, 1934, they were ambushed and killed in Gibsland, Louisiana. Bonnie and Clyde may have died that day but the “Legend of Bonnie and Clyde” continues to this day.

The Dexter Museum has artifacts, pictures and maps from Dexter’s brush with the notorious Barrow Gang. Rod Stanley is the local expert on Bonnie & Clyde and often gives programs about them. So many people asked what happened to them after the Dexfield shoot-out that he had a large map of their robberies and shootouts made for the museum.

A YouTube video describes the shootout and features interviews with Kurt Piper and Marvelle Feller who were there that day. The video can be found at <https://www.youtube.com/watch?v=u3yaPT7wAW0>

In *Reflections Along the White Pole Road* (2008), Dexter Museum board member Doris Feller contributed the section called “Barrow Gang Captured.” Her father-in-law’s “First-Hand Recollection” and Maxine Shell Hadley’s “Witness to Bonnie and Clyde” are also found in the book.

Eddie Rickenbacker, America's World War I Ace of Aces

Edward Vernon Rickenbacker (October 8, 1890 – July 23, 1973) was an American fighter ace in World War I and a Medal of Honor recipient. With twenty-six aerial victories, Rickenbacker was the United States' most successful fighter ace in the war and is considered to have received the most awards for valor by an American during the war. He was also a race car driver and automotive designer, a government consultant in military matters, and a pioneer in air transportation, particularly as the long-time head of Eastern Air Lines.

Rickenbacker's landing at the Fillman farm, two miles east of Dexter, due to engine trouble occurred in June 1922. The plane landed around 1:30 pm in a clover field just a couple of miles east of Dexter. Parts for the plane had to be ordered and delivered by airmail the next morning. Reportedly, Fillman cut the clover in the field so that Rickenbacker would be able to take off.

Steven Hannagan, who accompanied Rickenbacker on the flight, wrote of the incident in the August 1922 issue of *Illustrated World*, in a story called "Thrills and Laughs with Captain Rickenbacker." Hannagan was a highly-successful pioneer of public relations who built ground-breaking publicity campaigns for the Indianapolis 500, Miami Beach, Sun Valley, Las Vegas, the 1940 Presidential Campaign, and Coca Cola.

Hannagan met Eddie Rickenbacker in his first years at the Indianapolis Motor Speedway. At that time, Rickenbacker was setting out on a 48-state promotional trip of his new metal monoplane and need a publicist. Rickenbacker enlisted Hannagan as a publicist to deliver press releases to local newspapers at each landing. Hannagan also sent a running commentary of the large crowds meeting them and several emergency landings due to loss of fuel. The group reached more than forty states before Rickenbacker abandoned the publicity tour after the third emergency landing damaged the plane. After the conclusion

of the flight, Steve provided *Illustrated Weekly*, a national popular scientific publication, with the full story of the flight.

From *Sacramento Union*, June 12, 1922:

"Rickenbacker Ends Journey When Plane Crashes to Ground; Flight of Famous Aviator to Shriner's Convention Is Abruptly Terminated by Fall at Denver; None of Party Hurt, But Plane Is Wrecked."

Omaha, June 11 — Eddie Rickenbacker's around the country flight ended abruptly early today when his large all-metal plane crashed while attempting to take off at the air mail field here for Denver. None of Rickenbacker party was injured. The plane took off the local field and when only a few feet in the air the engine stalled and dropped the machine to the ground, nose first. The propeller and landing gear were demolished and the plane so otherwise damaged that Rickenbacker was forced to abandon the contemplated 15,000 mile flight around the country for the purpose of making an industrial and aeronautical survey of the United States. Rickenbacker, who carried a message from President Harding for the Shriner's convention at San Francisco, left this morning for that city by rail to deliver the message. In an official statement Rickenbacker attributed the accident to the lightning which struck the plane at Detroit last Thursday. "I am through with commercial aviation for the time being," Rickenbacker said. "There is not a plane in the United States fitted to make such a long tour. The plane we were flying was the nearest approach and it fell short." Today's accident to the huge plane was the third since it was struck by lightning at Detroit. After the party left Detroit the plane was forced down at Ypsilanti, Michigan, and then again near Dexter, Iowa, Friday afternoon. Eddie Stinson, holder of the world's endurance flying record, who was piloting the ship at the time of the crash this morning. Steve Hannagan of New York and Sam Blair of Chicago. newspaper men and Theodore Lovington, mechanic, were the members of the Rickenbacker party.

Other Presidential Visits to Dexter

William McKinley and Robert Lincoln stopped in Dexter on a campaign tour in either 1894 or 1896, according to old-timer Bill Welch. "Each gave a short talk from the observation car on the rear end of the train. The school was dismissed early to give the scholars a chance to see and hear these great men." Lincoln wasn't running for office; William McKinley was elected President that fall, with Garret Hobart as his Vice President. Bryon Weesner found a clipping from 1894, when McKinley was still Governor of Ohio, that he came through Iowa delivering speeches at every depot along the Rock Island Railroad. Mr. Welch's memory might have been from 1894 instead of 1896.

On September 19, 1910, President William Howard Taft was lured into stopping in Dexter for a souvenir. The whole town showed up to see and welcome the President. Dexter citizens learned that a special train carrying Taft would be zipping right through Dexter headed west on the Rock Island.

W. J. Pilkington, editor of the *Merchants Trade Journal* and founder of *The Pilkington-Dexter Plan* (see below), sent a telegram to the Trainmaster in Des Moines, where the president's train would stop before bypassing the rest of Iowa's small towns. The telegram stated, "Dexter has souvenir for President. Please show up to receive it. Answer if will do so. Pilkington."

It worked. The reply: "To Pilkington, 'Special train will stop at Dexter to receive souvenir, F. G. Weeks, Trainmaster.'"

The pilot engine passed through twelve minutes earlier. President Taft's train arrived at 12:37 p.m., pulling up to the depot platform to meet the whole cheering town of Dexter. The train stopped just long enough for the president's famous smile and wave. Twenty young ladies carried a twenty-foot long sign that read "Watch Dexter, Iowa." The souvenir for the president was a small silver spoon and a cup, and a note that read "To our president who smiles."

In 1936, the whole country suffered from terrible heat and drought. That September President Franklin D. Roosevelt took a train tour of drought areas around the country. According to Leora Wilson, his train was to rush through Dexter on September 3, 1936, headed to Des Moines for the governors' conference, after stopping for a short speech in Atlantic, Iowa. FDR gave a speech on September 6 about what he'd seen across the country. He was up for reelection that fall.

The Pilkington-Dexter Plan

The following story comes from Joy Neal Kidney. An "outsider" ran the town of Dexter for seven months in 1909. W. J. Pilkington of Des Moines, editor of the *Merchants' Trade Journal*, got thirteen businessmen in Dexter to try his management, predicting that they would double the amount of their trade, according to *Printers' Ink* magazine.

Pilkington proposed to send a man – Guy Q. Pogue – to instruct the businessmen in modern business principles for buying, displaying merchandise in stores and windows, dictating sales, fixing salaries, arranging "booster days," and he would even do the advertising. Free of charge. He opened an office in Dexter, with an "up-to-date adding machine," a duplicating machine, and a modern typewriter with an expert stenographer.

An article in *The Rural Californian* reported that Pilkington "sent down an expert window dresser to Dexter, offered prizes for the best-kept lawns, and stimulated the lawn-mower industry." Starting with an invoice of the stocks of each store and open book accounts, a representative called at each place of business at the end of each day to record results.

According to a newspaper article, date unknown, "The experiment is considered one of the most novel in the history of the commercial world and this is the first time that such a thing has ever been attempted. It is attracting just attention from business men everywhere

and is being closely watched by them throughout the entire country.”

Pilkington planned to test his theories, learn from the experience, and profit from it – if it became successful. *The Pioneer Express* from Pembina, Dakota, said that he was entirely responsible for success or failure of the experiment. *The Book-Keeper: A Magazine for the Business Man* of Detroit, Michigan, reported that the trade of every establishment in Dexter was enlarged by the experience.



4.8 Anchor Community of Stuart

A. Establishment of Stuart

Stuart began as a small Quaker community by the name of Summit Grove. The first settlers arrived around 1850. The group was made up of Quakers from the states of Indiana and Ohio. The location for the town was chosen because it was the high point where the prairie and timberlands met.

The city of Stuart was founded in 1870 by Civil War veteran Captain Charles A. Stuart, a Chicago capitalist, who purchased land for the town in 1868. The town is probably most famous for its slogan, “Home of 1700 good eggs and a few stinkers.” Stuart later built an elevator and for several years bought and shipped grain, while developing his large farm in conjunction with George Gray.

Around that time the Rock Island Railroad was completed. Captain Stuart worked closely with the railroad and became the manager for many projects regarding city development and the railroad division headquarters. The plat of the town was filed on September 29, 1870 and by 1893 the population had reached 2,500. Throughout this era, Stuart built itself into one of the premier railroad towns in the area but would soon be challenged by tough economic conditions. Stuart was hit hard by the depression as many men were discharged from the railroad shops.

On September 24, 1897 the Rock Island Railroad announced it would shut down. A total of 400 people left Stuart during that next week. Homes and businesses were abandoned and the population decreased to 1,531 by 1925.

The construction of Interstate 80 on the south part of town allowed for easier commuting and more employment opportunities for the residents of Stuart. This development has been a valuable asset to the preservation and continual growth of Stuart and the surrounding areas.

From 1970 to 1980, Stuart saw a significant increase in population going from 1,354 people to 1,652 people, a 22% increase. Since then, Stuart has seen fluctuating population totals, causing a much slower growth rate. Between 1980 and 1990, Stuart lost 7.6% of its population, or 125 total residents. The town then gained 12.1% over the next 10 years only to lose 3.7% according to the 2010 U.S. Census. The current population consists of 1,648 residents. Compared to the rest of the county, Stuart has grown a total of 294 people while

Adair County has lost a total of 1,805 residents over the last 40 years. This goes to show that Stuart has been resilient as of recent history and can be seen as one of the stronger economic communities in the region.

Since WPR is contained within Lincoln Township in Stuart, we focus most of our research on Lincoln Township.

B. Early Pioneers

The first settlement in the township was made by Zimri Horner, who entered land October 24, 1854, on Section 2 and moved onto it a few weeks later. Horner was a native of Indiana. He later moved to Wycotte, Iowa, and erected a mill, selling his farm in 1863 to A. L. McPherson.

The next settlement in Lincoln was made by John F. Coppoc, who purchased a farm near the center of the township on Section 22 and constructed a small dwelling out of the native timber. Coppoc was a mechanic and made some good improvements. He came from Indiana, to which state he later returned.

Calvin Carson entered eighty acres of land in 1854, but did not move upon it until 1855.

Albert Barnett came also in 1855 and settled on a farm on North River.

Robert Ewers settled at an early date near Stuart on Section 3 and kept the old house then known as the Octagon House.

Milton Mills was among the early settlers of Lincoln and entered land on the southeast quarter of Section 3 or the southwest quarter of Section 2.

Lincoln Township was organized in 1861. The following were the first officers elected: Milton Mills, member of board of supervisors, Rob-

ert Ewers, justice of peace, Zimri Horner, clerk, and John Compton, assessor.

Alfred Osborn was an early settler of the township and served a term as county supervisor. T. P. Neville and C. A. Ostrander were also prominent early settlers of that township and each served several years as county supervisor. George Smith, afterward county auditor, was another settler of the township.

C. Schools

Lincoln Township was unique for being the only township in Adair County to have each school district independent of one another—eleven in total. Before 1870 there had been a converted dwelling called the Old School House. This may or may not be the “Summit” school in Stuart, Section 4. The three wards in Stuart became independent in 1872 as a Guthrie County school. In the third ward in Adair County, the school was platted in 1877.

The first school in Lincoln Township was taught at the dwelling of Robert Ewers prior to the completion of a schoolhouse. Rebecca Macy was the teacher. The first schoolhouse was completed in 1863. Another was built on the SW corner of Section 3 in 1875, in what was known then as the Independent District. Previous to this, a rough dwelling was used. The first teacher was M. W. Haver. In 1874, a school was erected on the NW corner of Section 20. The first school held in this vicinity was taught in the granary of James Birchard. The next term was taught at the home of Charles Lockwood on Section 18.

One of the early schools in Lincoln Township was taught in a building which had been used as a granary. The town of Adair was established later and it was not until 1873-74 that school was held there. Mrs. H. P. Starr taught a three-month term of school held in the upper story of the D. W. Moss drugstore. It had about eighteen pupils.

It wasn't until the 1880s that the townships were sufficiently organized to have all of the rural schools set in the center of a four square mile area and logically numbered beginning at the northeast corner of the township. This plan ensured that no student would have to walk more than two miles to school.

In May of 1884, the first full class graduated with sixteen students. By 1915, Stuart had a total of 222 enrolled students and eight teachers.

Schools in Stuart included:

- Penn Schoolhouse
- North River Schoolhouse, Lincoln Township, Section 27
- Harmony Schoolhouse, Lincoln Township, Section 29
- Stuart High School (1901)
- Bailey Independent School District
- Summit, Section 4

D. Churches

The first church erected in Lincoln Township was the Summit Grove or Quaker meeting house near Stuart in 1856.

Religious services were also held during the fall and winter of 1868 at a schoolhouse then known as the Lindley school, but which has long ago been removed and destroyed. Reverend McPherson had several appointments during the fall and winter season of 1868.

The First Methodist Episcopal Church of Stuart was organized in 1869, and was a plain frame building. It was replaced by a building on the corner of Harrison and Nassau Streets by a cross-shaped building.

In 1871, the First Congregational Church of Lincoln Township was

transferred to Stuart, and its first building was erected and dedicated in July 1872.

Union Church of Lincoln Township was organized in the late 1870s and represented all denominations. In the early years of its existence, services were held every two weeks at the schoolhouse in the independent district of Mount Vernon.

North River Union Sunday School was first organized in the summer of 1882, when B. F. Fry was elected superintendent. A small portion of Stuart extends over the line from Guthrie County into Adair County in this township. This portion comprised the Third Ward of Stuart and had about four hundred people living in it. This was mostly a residential district. For legal and taxation purposes this strip of town was counted as part of Adair County.

Mt. Vernon Church was built in 1890, four miles south and two miles east of Stuart. Previously congregants met at Lincoln No. 8 (or North River) schoolhouse or Lincoln No. 6 (Mt. Vernon). A church was built halfway between the two schools by J.W. Wheeler of Winterset.

Current churches in Stuart are:

- All Saints Catholic Church
- Stuart First Congregational Church
- New Beginnings Open Bible Church
- Stuart Friends Church (Quaker)
- Stuart-Mt. Vernon United Methodist Church
- Fairview Congregational Christian Church

E. Newspapers

Established in 1871, *The Stuart Locomotive* was created by H. O. Hall. The first issue appeared on February 23, 1871. The newspaper was Republican in terms of politics. Charles Stuart bought the plant in 1872, placing the paper on a firm financial basis. In 1877, J.J. Davis (then a well-known newspaper man in western Iowa) purchased the

paper but had to sell it in December of 1878. J. B. Blanchard then bought it, but passed ownership in May 1879 to W. P. Moulton and J. M. Thode. Under their management, the paper had a successful career. The name changed to *The Stuart Herald* in 1900, and the newspaper is still in operation to this day.

The Stuart Register was started in 1875 by James Rany. It was sold to C. R. Wright in 1876. In 1877, Ham Kautzman bought it and changed its politics to greenback and its name to *Headlight*. It was purchased in 1879 and became *The Stuart Ledger*. It became a Republican paper. In November 1880, Adams and Belknap purchased it and ran it on the independent line in politics. In November 1884, it ended its life by being sold to the publishers of *The Locomotive*.

Another local newspaper was *Stuart News*, which was in circulation from 1887 to 1921. It was a weekly published by J. B. Richardson.

The *Stuart Sentinel* was started by H. P. Albert as democratic in August 1885. He announced the end of the paper in April 1886.

The *Stuart Ledger* was run by Adams and Goshorn from 1879 to 1883.

F. Banks

The Exchange Bank was established by T. J. Hubbard in December 1871. Hubbard was succeeded by A. H. Savage in 1875.

The First National Bank was established in June 1882. The first president was Charles Bates and the director was Jacob Bates, who also served as Stuart's mayor for two terms. This bank was the last bank robbed by the famous duo Bonnie Parker and Clyde Barrow. It occurred in April of 1934. The bank closed in 1944 and still stands downtown and houses a salon today.

G. Post Office

The first post office was established in 1858 at the residence of J. W. McPherson near Dexter, and was called Macksville. It was later removed and changed to Stuart. A. L. McPherson then served as post-

master.

H. Railroad

In the 1870s, Union construction began on railroad shops. These buildings started as wood frame, but were replaced with brick and stone over time.



Former Rock Island Railroad Depot

According to Doris Bench of Stuart Depot Restoration, Inc., Stuart enjoys its present location as a result of its proximity to the Rock Island Railroad line. The town was laid out as the railroad was completing its line between Davenport and Council Bluffs.

The Rock Island established a train repair complex in Stuart with machine shops, a boiler room, and an engine house with stalls for 38 engines. It was the main repair facility between Silvis, Illinois, and Omaha, Nebraska. By 1893, the railroad employed about 300 men in Stuart to keep the trains operating. The infamous silver engine "America" was housed for some time in the shops in Stuart. This engine was

purchased at the World Exposition in Paris in 1867. This shop was the only large one on the Rock Island Line between Silvis, Illinois and Omaha, Nebraska.

The brick depot was built in 1879 to replace a small wooden structure. The new depot was proudly described in the *Stuart Locomotive* as being, “As fine a building of its kind that can be found in this part of the state. It is 25 by 80 feet, composed of a baggage room, gents waiting room, ticket office and ladies waiting room.”

After years of rumors, the Rock Island Railroad decided to relocate the machine shops to Valley Junction and within a short period of time, most of the men and buildings were gone. The only building remaining is the depot. Passenger trains continued to stop in Stuart until sometime in the 1960s. When the building was no longer used, it began to deteriorate.

The depot was put on the National Register of Historic Places in 1980. Attempts to purchase the depot failed until 1996, when it was deeded to the city of Stuart. The Stuart Depot Restoration Committee was formed as a non-profit status (501c) and successfully raised the funds to restore the depot.

The finished project includes a replica of the ticket office, a museum, restrooms, and a meeting room available for small groups.

Jack Kerouac became stranded at the depot with a fellow traveler on his road trip across the U.S., and wrote about it in the best-selling novel *On the Road*.

“... But we stuck together and got a ride with a taciturn man to Stuart, Iowa, a town in which we were really stranded. We stood in front of the railroad-ticket shack in Stuart, waiting for westbound traffic till the sun went down, a good five hours, dawdling away the time, at first telling about ourselves, then he told dirty stories, then we just

kicked pebbles and made goofy noises of one kind or another. We got bored. I decided to spend a buck on beer; we went to an old saloon in Stuart and had a few. There he got as drunk as he ever did in his Ninth Avenue night back home, and yelled joyously in my ear all the sordid dreams of his life. I kind of liked him; not because he was a good sort, as he later proved to be, but because he was enthusiastic about things. We got back on the road in the darkness, and of course nobody stopped and nobody came by much. That went on till three o'clock in the morning. We spent some time trying to sleep on the bench at the railroad ticket office, but the telegraph clicked all night and we couldn't sleep, and big freights were slamming around outside. We didn't know how to hop a proper chain gang; we'd never done it before; we didn't know whether they were going east or west or how to find out or what boxcars and flats and de-iced reefers to pick, and so on. So when the Omaha bus came through just before dawn we hopped on it and joined the sleeping passengers...”

From *On The Road* by Jack Kerouac, © 1955, 1957 by Jack Kerouac; renewed © 1983 by Stella Kerouac, renewed © 1985 by Stella Kerouac and Jan Kerouac. Used by permission by Viking Penguin, a division of Penguin Group (USA) Inc.

I. Historical Buildings & Businesses



Hotel Stuart/Strictly Modern

Completed in the spring of 1907 at a cost of \$20,000, the Stuart Hotel was run by John P. Sexton who went on to run a hotel in Rock Island, Illinois. The historic Hotel Stuart boasted twenty-three guest rooms and one bath. A well-loved 1940s neon sign that was recently restored and announced these conveniences with “Strictly Modern” printed under the hotel name. A series of owners have been able to get the hotel listed on the National Register of Historic Places and restore the main level. The current owners, a Des Moines developer and architect, plan to finish the entire building, hosting a café and rental units.

Rathman Cigars

The oldest plant of its kind in the county, Rathman and Berner (both German immigrants) were cigar manufacturers in Stuart. They created seven kinds of cigars, including the Queen Anne, R&B, and Red Star brands. The factory produced approximately 2,000 cigars per day.

Stuart Flouring Mill

Established in 1872 by William Leach, the mill produced 96 barrels of flour every 24 hours. Early on the mill burned to the ground, but was rebuilt thanks to the donations of Stuart’s citizens.

Eber Brewery

Mr. Eber opened the brewery in 1876, but had to close it after the passage of the prohibition amendment. In 1882, there was an effort made to buy the brewery and turn it into a pork packing establishment. In 1884, the equipment had been sold off.



Masonic Temple Building

The Masonic Temple is a historic building located in Stuart at 1311 N. 2nd Street. The Des Moines architectural firm of Merrill and Smith designed the building in a combination of the Romanesque Revival and the Colonial Revival styles. It was listed on the National Register of Historic Places in 1996.

Located in the heart of Stuart’s downtown commercial district and practically dominating it visually, the Masonic Temple Building is a three-story red brick edifice capped with a one-story clock tower. The cornerstone of the Stuart Masonic Temple Building was laid on June 12, 1894, before a large group of Masons and Masonic leaders from around the state, as well as townspeople and the Stuart Band. Completed in 1894, this building exhibits the combined influence of the Romanesque Revival and Colonial Revival modes. The Romanesque influence is predominant, most notably in the utilization of round arched windows on the upper level and for the main entry on the first floor. The colonial influence is most apparent in the treatment of the clock tower, the stepped roof cornice treatment, and the multi-paned transoms over the second story windows. Despite a number of alterations to the building over the years due to a fire

and changing usage, this edifice still retains a high degree of exterior integrity.

The building was created by the Masons for multiple usage; shops and stores took up space on the first floor, while the second floor was occupied by professionals such as doctors, dentists and lawyers. The third floor was used by the Masonic Order. A small fourth floor north of the tower housed the Masonic library and memorabilia. Staircases connected each of the floors.

A fire later damaged the clock tower and a small portion of the roof surrounding the tower. Repairs were made in 1911, with some modification of detail on the tower.

The building was sold by the Masonic order in 1970 to Mr. Don Shirley, and then to Mr. William Hunter. Alterations to the building prior to the sale in 1970 were few. At some point the east half of the first floor was remodeled into The Star Theater and became a cinema. A 450 square foot stage addition was added to the north of the east half of the building.

Mr. Wilbur N. Bump bought the building in 1985 and started remodeling it. Ownership of the building was later transferred to BABCO, an Iowa Partnership, in which Wilbur N. Bump is a partner.

The exterior of the front (south elevation) was restored in 1984 to its original 1894 appearance. Contemporary materials were used but restoration was as detailed as the original. The only change to the front was necessary because the building needed to be made handicapped accessible. The main stairway to the second floor was off of the street level. This was removed and reconstructed under the existing stairs that went from the second floor to the third floor. This provided an inside set of stairs off the lobby. An elevator provided access to all floors.

The west store had double doors from the street. These were rebuilt and used as a new building entrance located where the original stairs had been. The pairs of doors to either side of the entrance are new and constructed to look the same as the original. They are inactive. Entrances to shops are now off the lobby.

The second floor was modified by rearranging some partitions to increase the efficiency of today's office planning.

The third floor now has three apartments. The south apartment, with minor changes, occupies the original Masonic offices. Two new apartments were constructed within the original Lodge Room and the Dining Room. All apartments have eighteen foot ceilings and loft bedrooms.

A small fourth floor room is located north of the clock tower. It originally housed a library and memorabilia room for Masonic material. This area has been preserved and has been added to the south apartment by a special stairway within this apartment.

To the maximum extent possible, all original material, trim, doors, and windows were cleaned and reused. New materials matched the original. A complete set of "Before and After" pictures are available to show the care that was taken in the restoration and rehabilitation of the building.

There are several areas of leaded glass that have Masonic emblems, notably the arched transom over the entrance and another off the stair landing from the second to third floor. The latter was reconstructed from pieces which fell out onto the roof below on the adjacent building. Leaded glass sidelights to the balcony bay and the glass in the door were reconstructed. Masonic emblems on the front of the building and some movable interior details have been preserved. The balance of the exterior of the building has been re-pointed and there was no sand blasting by the previous owner.

The exterior was in good condition, except for the chimney located

at the northeast corner of the building. The chimney appeared to be separating from the structure and it was then tied back to the structure by steel straps. Other current changes were a new roof with a one-in-four pitch to hips, added over the existing flat stage roof. Exterior exits were added on the north.

The existing roof has been re-shingled with asphalt shingles, and the basement dirt floors excavated with eight inches of new concrete floor added. The basement floor was lowered as much as possible to provide head room for basement use and storage.

Most interior plaster was damaged beyond repair by twenty years of having no maintenance. Exterior walls were furred out, insulated and fire-stop sheetrock were used throughout the building.

Originally a dark green color was used for exterior trim and sash. The brick molding was a light warm grey. This was determined from paint chips which appeared to have been original. The tower color was not available so the accent color of matching the brick was chosen with a little bit of green to match the roof tiles.

Many architects and those involved specifically in preservation realize that “the largest source of stored up energy in our country is in our existing structures.” Many feel that money spent on an existing structure to make it a more functional and viable building, adding new life, is conservation at its best. Every square foot of this building is now paying its way.

J. Notable Residents

Bill Barringer

Bill Barringer came from humble beginnings, painting pinstripes on vehicles in the 1950s in Stuart and quickly realized art would be his niche in life. It has taken him many places in his almost eight centuries on this earth, including into a friendship with Chicago Bears legend Gale Sayers. After graduating from high school in Stuart, Barringer attended the Omaha Art School. This was right after Sayers, who was

from a rough area at 24th and Lake Streets in Omaha, had been a standout athlete at Omaha Central High School and had gone on to play at the University of Kansas, passing up the chance to play at the University of Nebraska because he had not been named the city’s best player his senior year. Barringer had to paint a famous sports figure for one of his classes. He chose Sayers and then decided to mail that painting to Sayers in Lawrence. He received a note back showing Sayers’ appreciation of the gesture. A time later, Barringer took a call from Sayers, who wanted him to paint some more for him. That’s when Sayers relayed to Barringer the story of his friendship with Brian Piccolo, who died of cancer at age twenty-six.

Sayers, who was Black, had roomed with Piccolo, a white man, because of a new policy the Bears had at the time where position groups roomed together, regardless of race. Piccolo and Sayers’ relationship will forever be remembered in the movie *Brian’s Song*. Barringer accepted the offer and created three more paintings for Sayers. One was a smaller portrait, one was a larger action shot and the third was a dual-sided painting, one half white and the other black, showing Piccolo with a smile and Sayers with a tear running down his cheek mourning his friend’s death. When they were finished, Barringer delivered the paintings to Sayers. They shared drinks and were able to get to know each other in person for the first time. Later on, the two exchanged letters and talked occasionally on the phone. Barringer also visited Sayers when he became the athletic director at Southern Illinois University from 1976 to 1981.

Barringer has painted countless famous people throughout his career. His painting of Wisconsin running back and 1999 Heisman Trophy winner Ron Dayne is still on display in the trophy case at the University of Wisconsin. He has painted former Minnesota Vikings safety Karl Kassulke, 1939 Heisman Trophy winner Nile Kinnick, actor James Dean, country music legend Merle Haggard, and once did a Sony Music album cover for the country band Black Hawk. For a time, he was commissioned to paint for the Variety Children’s Charity.

Osborn Deignan (1873-1916)

Osborn Warren Deignan was an enlisted sailor and later a Warrant Officer in the United States Navy. He received his country's highest military decoration - the Medal of Honor - for actions in the Spanish-American War.

Deignan was born February 24, 1873, near Stuart, Iowa to John Deignan and his wife. His father had also been a sailor, serving in the Navy during the American Civil War, and afterwards went to work for the Rock Island Railway as a conductor. When Osborn was five years old, a tornado struck his father's train in Grinnell, Iowa, killing him and leaving Osborn, his mother and his brother to survive on their own. His mother remarried and the family, along with two additional children from his new stepfather, moved to North Tremont Street in Stuart.

In 1887 he left school and went to sea, serving on ships in the Atlantic, the Arctic and the Caribbean. He joined the Navy in 1894 and participated in the Battle of Santiago de Cuba, the largest naval engagement of the Spanish-American War. Deignan and seven others attempted to block the entrance to Santiago Harbor, Cuba, but the Spanish destroyed their ship before they could accomplish their mission and took them prisoner. The men were later released and Deignan received the Medal of Honor for his actions. He went on to become an officer and served in various posts and ships throughout the Navy until retiring in 1906. He died in Colorado in 1916 and was buried in California.

William R. Peers (1914-1984)

William Ray Peers was a United States Army general, who is most notable for presiding over the Peers Commission investigation into the My Lai massacre and other similar war crimes during the Vietnam War.

Peers, often referred to by his middle name "Ray" by close associates, was born in Stuart in 1914 and raised in Covina, California. He attended the University of California, Los Angeles. He was also a member of Blue Key and a captain in the ROTC. He graduated with a degree from the College of Education in 1937.

He received a regular Army commission in 1938 after spending a year in the army at the Presidio. He was then assigned to the First Infantry Regiment in Ft. Warren, Wyoming. When the United States entered World War II, Peers was recruited into the Office of Strategic Services (OSS). He joined Detachment 101, which carried out guerrilla operations against the Japanese in the China India Burma Theater. Peers became the unit's commander when its colonel, Carl F. Eifler, was disabled by injuries in 1943. He held that position until 1945, when he became commander of all OSS operations in China south of the Yangtze River. In this capacity, he led a Nationalist Chinese parachute-commando unit into Nanking, securing the former Chinese capital from the Japanese and communist Chinese before the armistice.

After World War II, Peers joined the CIA, establishing the agency's first training program. During the Korean War, he directed covert operations by Chinese Nationalist troops into the southern part of the People's Republic of China from secret bases in Burma.

Upon his return from China, he attended the prestigious Army War College and afterward held a series of intelligence and staff positions. With his Asian insurgency warfare expertise, it was inevitable that his career would prosper during the Vietnam War. At its beginning, Peers was the assistant deputy chief of staff for special operations. The next year, he became special assistant for counterinsurgency and special activities for the Joint Chiefs of Staff.

In January 1967, as a major general, he was named the 32nd commanding officer of the 4th Infantry Division ("The Ivy Division"). Fourteen months later, he was promoted to lieutenant general, and commanded the 50,000 American soldiers of the corps-level I Field Force, Vietnam. Based in the Central Highlands, the I Field Force com-

prised some of the most aggressive American formations in Vietnam, including the 1st Cavalry Division, 101st Airborne Division and the 173rd Airborne Brigade. Peers also coordinated the operations of four South Vietnamese and the two elite South Korean divisions sent as that country's contribution. Under his leadership, allied troops decisively, but controversially, defeated Viet Cong guerrillas and NVA regulars in the battles of Dak To in November 1967 and Duc Lap in August 1968. Two hundred and seventy eight American soldiers were killed taking Hill 875 that the NVA eventually evacuated.

In 1969, Peers was ordered by General Westmoreland to investigate the My Lai Massacre, being selected because of his reputation for fairness and objectivity. In 1970 Peers issued a very thorough and critical report on the incident called the "Peers Commission." Hugh Thompson who, along with his helicopter crew, were the only soldiers who attempted to stop the massacre, said of the Peers report: "The Army had Lieutenant General William R. Peers conduct the investigation. He conducted a very thorough investigation. Congress did not like his investigation at all, because he pulled no punches, and he recommended court-martial for I think 34 people, not necessarily for the murder but for the cover-up."

Peers died at the age of 69 on April 6, 1984, of a heart attack at Letterman Army Medical Center at the Presidio of San Francisco.

Buck Shaw (1899-1977)

Lawrence Timothy "Buck" Shaw was an American football player and coach. He was the head coach for Santa Clara University, the University of California, Berkeley, the San Francisco 49ers, the United States Air Force Academy, and the Philadelphia Eagles. He attended the University of Notre Dame, where he became a star player on Knute Rockne's first unbeaten team. He started his coaching career with one year as head coach at North Carolina State and four years as a line coach at Nevada in Reno.

At Santa Clara, he compiled an impressive .803 record; his first two

teams posted consecutive Sugar Bowl wins over LSU. After war-time service, his only team at California went 4–5–1 in 1945. In 1946, Shaw became the San Francisco 49ers' first head coach in the old All-America Football Conference and continued through 1954; they entered the National Football League in from 1950. After two seasons as the first Air Force Academy varsity head coach (1956–1957), he returned to the NFL in 1958 with Philadelphia. In 1960, he led the team to an NFL Championship victory against Vince Lombardi, who said of Shaw, "That right there is a good man...an honest man." He stepped down after three seasons, following their win in the championship game over Vince Lombardi's Green Bay Packers.

Shaw was born in Mitchellville, Iowa, ten miles east of Des Moines, to cattle ranchers Tim and Margaret Shaw. One of five children, the family moved to Stuart when Shaw was ten, where high school football had been abolished because of a fatality. He played only four games as a prep after the sport was brought back in 1917, his senior year.

A. H. Wilkinson (1875-1954)

Born in Stuart, A. H. Wilkinson moved with his parents to Cumberland, Wisconsin and then to Bayfield, Wisconsin. He started the Bayfield National Bank and was president of the Wisconsin State Board of Agriculture. Wilkinson was involved with the Republican Party. He served as town treasurer from 1897 to 1899 and as Bayfield County treasurer from 1901 to 1904. During World War I, Wilkinson served on the county draft board. From 1917 to 1921, Wilkinson served in the Wisconsin State Senate. In 1921, Wilkinson was appointed internal revenue collector and served until 1933. He lived in Milwaukee, Wisconsin where he worked as a tax consultant. Wilkinson died of cancer in Milwaukee, Wisconsin.

George E. Collins (1928-2017)

George E. Collins, born in Stuart, was an American mathematician and computer scientist. He is the inventor of garbage collection by refer-

ence counting and of the method of quantifier elimination by cylindrical algebraic decomposition.

Collins received his PhD from Cornell University in 1955. He worked at IBM, the University of Wisconsin–Madison (1966–1986), Ohio State University, RISC-Linz, Delaware University, and North Carolina State University.

Bernard F. Meyer (1891-1975)

Bernard Francis Meyer, M.M. was an American Catholic missionary. As a member of the Catholic Foreign Mission Society of America (Maryknoll), he was assigned to missions in China. He served as the Prefect Apostolic of Wuzhou from 1934-1939.

Born in Brooklyn, Iowa, Bernard Meyer's family moved to Stuart where he was educated in the local public schools. After working on the family farm, he attended St. Ambrose College in Davenport and then St. Mary's Seminary in Baltimore. While he was a student at St. Mary's, he wrote to Bishop James Walsh and inquired about Maryknoll. He professed religious vows in 1914 and was ordained a priest on February 12, 1916, by Bishop Austin Dowling of Des Moines.

Together with Theodore F Wempe, he compiled the Student's Cantonese-English Dictionary published in 1934. Although some refer to a 'Meyer-Wempe System,' there was nothing new in it as their entire schema followed the system devised in the last decade of the 19th century known as Standard Romanization (SR), which, in turn, was almost identical to John Chalmers' system of 1870.

Andrew Varley (1934-2018)

Andrew Preston Varley was an American politician. Varley was born in Stuart. He attended Iowa State University and North Carolina State University and was a farmer. He served in the Iowa House of Representatives from 1967 to 1979 as a Republican. Varley died on Novem-

ber 19, 2018, in Stuart, Iowa, at age 83.

Grant Sloss

A TV producer, Grant Sloss is known for his work on *Vicious Mannies* (2020), *Younger* (2015), and *Emily in Paris* (2020) which was nominated for an Emmy for Outstanding Comedy Series.

Historic All Saints Building

"It is at once a history lesson of rural determination, an architectural textbook of order and assembly methods, and a visual expression of the tragedy of social intolerance. Our job has been to preserve all of this — to knit together the remains in a way that captures both the love that went into this building in 1908 and the scars left behind by a man's hate. It is surely the most important restoration we will ever undertake." - Kirk V. Blunck, FAIA, HLKB Architecture

Built in 1908 and partially destroyed by an arsonist in 1995, the former Catholic Church is a rare example of Byzantine and Romanesque architecture in the Midwest. It is featured on the National Register of Historic Places. The building has been restored as the Saints Center for Culture and the Arts, and houses the Learning Museum of Religious Tolerance.

The Catholic Church in Stuart traces its beginnings to August 1871 when a Father Monihan from Des Moines came to town for the first time to celebrate Mass. He would come at irregular intervals and Mass was celebrated in school rooms, Shield's Hall, and in private homes. At this time the whole state of Iowa was part of the Diocese of Dubuque.

The first church was built in 1874 under the direction of the Rev. Edward Gaul. It was dedicated by the Very Rev. J.F. Brazil from St. Ambrose in Des Moines on the Feast of All Saints, November 1, 1877. The Rev. James Foley was pastor at the time and he built two additions onto the church as well as the rectory during his twenty-four years at All Saints. During that time he was also responsible for parishes in Casey, Adair, Guthrie Center, and Greenfield. The parish became a part

of the Diocese of Davenport when that diocese was established in 1881.

On October 12, 1902, the Rev. M.S. McNamara became pastor. It was during his pastorate that plans for a new church were developed and executed. Maginnis and Walsh were responsible for designing the church. The cornerstone was laid in September 1908 and it was completed in 1910. It was built of blue Bedford limestone in a combination of Byzantine Revival and Romanesque Revival styles. The building measures 70 feet wide, 120 feet long and 110 feet high. It has a seating capacity of 600. The interior is under an 90-foot high dome that contains 16 windows. The dome was covered in copper. The church was decorated with Italian marble, rare woods, hand painted frescos, gold gilding, and statuary. The church was built for \$65,000.

Bishop James Davis of Davenport dedicated the church at a Pontifical High Mass. Bishop James J. Keane of Cheyenne, Wyoming, preached the sermon. The following year the parish became part of the Diocese of Des Moines when it was established in 1911 on the same day that Bishop Keane was named Archbishop of Dubuque.

Historic All Saints was one of the state's most beautiful churches, one of a very few Byzantine/Romanesque style churches in the Midwest. Designed by Boston architects Maginniss and Walsh, the church was loosely modeled after St. Marks in Venice, Italy. The magnificent interior was created in the Italian Baroque tradition. Four hand-painted frescoes adorned the arched ceilings. The altars were of Italian marble and the windows were ornate stained glass, created in the renowned Meyer Studios in Munich, Germany. Hand carved limestone blocks formed the walls. The copper dome reached 90 feet into the air, a beacon calling travelers off Interstate 80 for years. The church served as a gathering place as well as a tourist attraction for the small rural community. Voted "Most Beautiful Church in Iowa" by *Des Moines Register* readers, it truly was an exquisite place for worship.

On August 22, 1995, an arsonist named Charles Willard from Des Moines, who said he wanted to "take the heart and soul out of the

community," poured gasoline throughout the building and lit it on fire, destroying the roof, dome and interior. Fire departments from twenty area communities in a 50-mile (80 km) radius of Stuart fought the fire. While the exterior walls remained standing, the rest of the building lay in ruins. A small chapel in the back suffered minor damage.

Willard had mailed letters to two bishops and a Des Moines television station before he set the fire, taking responsibility based on his hatred of the Catholic Church. He even held a news conference before his arrest. He was convicted of arson and a hate crime.

The parish, under the leadership of the Rev. Dan Clarke, and the diocese decided that to rebuild the church would be too expensive. Instead they decided to build a new facility on 95 acres of land purchased from the Bill and Marlene Wilson family for \$475,000. The new church, designed by the Renaissance Design Group of Omaha, has seating for 400 people and a parking lot for 175 cars. The cost for the new church was \$2.5 million. Bishop Joseph Charron laid the cornerstone for the new church on August 31, 1997.

However, the walls of the original All Saints Catholic Church stood strong for over a decade, allowing the community to regroup and to eventually pass a referendum to restore the building as a community cultural center almost 100 years after it was built. In September 1997, the damaged historic church building and property were sold to a group named the Project Restore Foundation for \$7,200. The Project Restore Foundation was formed in 1996 by local residents wishing to see the 90-year-old structure restored. The architects for the restoration project were Kirk Blunck and Jeff Wagner of HLKB in Des Moines, and construction was done by Koester in Grimes.

Several grants helped with the restoration effort. In 2000, the State Historical Society of Iowa Board of Trustees approved a grant for \$60,000 towards the project. In 2007, Project Restore received a \$545,000 grant from Vision Iowa, a state program that provides mon-

ey for major tourism attractions. That same year, 63% of the citizens of Stuart voted to accept a \$1.7 million bond referendum to rebuild the church. Another \$232,000 (as of 2007) in private donations was also raised.

A small chapel on the west side of the church and the former sacristy was the first part of the project finished in 2002-2003. A group of Serbian Orthodox Christians started using the chapel for a monthly liturgy in 2005. The new dome was lifted into place in October 2008. Work on the interior continued after that and was completed in 2010.

The Saints Center is also a state-wide center to teach tolerance and understanding. Project Restore believes that through education, people can learn to appreciate the diversity of the global family. By restoring the building, Project Restore hopes to save a piece of the cultural history of Stuart, and also to promote understanding through the teaching of tolerance.

The Learning Museum located in Historic All Saints offers a self-guided video tour on interactive kiosks that explain the world's religions in a non-promotional, unbiased format. Visitors can learn about Christianity, Islam, Hinduism, Buddhism, Judaism, Indigenous, Chinese Traditional, and even Non-Religions.

The new Saints Center features four unique gathering spaces for events:

Saints Center Main Hall

The main event center boasts an Eastern European Byzantine historic exterior with Cathedral ceilings and a modern retro interior with exposed 1908 brickwork. The Romanesque structure features a 90-foot dome, state-of-the-art audio/visual services and staging system.

The Foundation Room

The Foundation Room features exposed hand-carved limestone laid as the building foundation in 1908 for Historic All Saints. The original Romanesque columns offer a beautiful and historic backdrop for meetings of up to 100 people. The site also includes a catering kitchen, restrooms, and state-of-the-art audio/visual equipment.

Chapel at Historic All Saints

This small chapel, once called the Winter Chapel to Catholic families who once attended mass here, survived the fire of 1995 and suffered mostly smoke damage. This meeting space can seat up to 50 people for small weddings, renewal of vows, intimate recitals, and more. It has been restored in a style reminiscent of the original Italian Baroque design. It features original wall chandeliers, woodwork, and stained-glass windows.

The Phoenix Room

What was once the sacristy where priests would prepare for mass, this small meeting room is named the Phoenix because of its ability to rise from the ashes. Like the chapel, this room suffered minimal damage and now serves as space for round-table discussions and meetings for fifteen people. The Phoenix Room also has access to the catering kitchen, restrooms, and select audio/visual services.

Bonnie & Clyde Bank Robbery Site

About a year after their Dexfield Park shootout and about a month before they died, Bonnie and Clyde robbed what was then the First National Bank in Stuart on April 16, 1934, of approximately \$2,000. They put the bank staff and customers in the back room where the vault was, and the captives wrote their names and date on the wall of the vault to commemorate it. The signatures are still visible. The building is no longer a bank, but many visitors have used it for photo opportunities.

The April 16, 1934 issue of the *Cedar Rapids Gazette* bore the headline, "Two Bandits Obtain \$2,000 in Bank Robbery at Stuart, IA" with the subtitle "Woman companion seen in their car."

The article detailed the following:

The First National, Stuart's only bank, was robbed of an estimated \$2,000 by two young men shortly after 9:00 am Monday. The men, with a woman companion, were believe headed toward Dexter, east of here. They drove a black sedan with a silver body stripe. It bore an Iowa license, I3-1234.

The two men, carrying revolvers, entered the bank about 9:10 am. They were extremely nervous, Miss Lucille Lyddon, bank employee, said.

"Don't mind us," one admonished. "We won't hurt you if you're quiet."

They threatened the assistant cashier, H. C. Cronkhite, when informed the time lock on the vault was set. He convinced them, however, that the vault could not be opened. The two then scooped up available cash on the counters and fled.

In the bank at the time of the robbery were Miss Lyddon, Cronkhite, and a patron, Miss Maurice Lydon. Another patron, Frank Eckardt, came in as the two bandits were leaving.

The two employees were locked inside the file room where the vault was, and the two patrons were locked in a room at the rear of the bank. Miss Lyddon and Cronkhite gave the alarm from a telephone in the vault room.

The bandits, about 27 years old, were in the bank not more than five minutes, Miss Lyddon said. One was described as light, slender and dressed in a grey suit and grey hat. The other, short and dark with black moustache, wore dark clothing.

The woman companion did not go into the bank and was not seen by the employees. She was in the car, however, when it stopped for gas at a filling station.

The Iowa department of criminal investigation dispatched two state agents to lead a search for the trio.

Stuart International Speedway

The stock car quarter-mile race track that served as a location for the making of the 1968 film *Fever Heat* starring Nick Adams and Jeanine Riley is one of a few dirt race tracks in the country.

Raccoon Ridge Music Hall and 3-D Archery Course

Gary and Linda Thompson own this event facility nestled in the country north of Stuart. This multi-purpose venue hosts dances with live music, and during the day, visitors can hike the nearby trails, camp or test their aim on the 3-D archery course.

Nations Bridge Park

This Guthrie County park features 81 acres for picnicking, camping, hiking, and fishing, and is located just five miles north of Stuart.



4.9 Anchor Community of Menlo

A. Establishment of Menlo

The city of Menlo was founded in 1868 by Iowa's first millionaire and Des Moines resident, Benjamin Franklin Allen, during the same year he completed his family home, Terrace Hill, which went on to become the official home of Iowa's governors.

The area was affectionately known as "The Switch," referring to its connection to the railroad, when Allen purchased the land in 1868. The town was originally recorded as Guthrie, which was confusing since Guthrie County already had a town named Guthrie Center. The post office was officially renamed Menlo in 1881, with no known attribution.

Menlo's slogan is "A town of few and friend to all."

B. Early Pioneers

Stover Rinard made his appearance in this township in April 1856, and located upon Section 8. He was a native of Randolph County, Indiana. In the summer of 1856, Jeremiah Rinard settled in Section 5 with his family. He built a cabin on the south half of the northeast quarter of the section, where he lived for many years.

Stroud A. Petts made a settlement on Section 3 in the summer of 1856. He came from Lee County, Iowa, and stayed here until the summer of 1859, when he died in Warren County where he had gone for medical treatment.

Sino Sherer, a brother-in-law of Petts, came here in the summer of 1856 from Lee County. He settled on Section 7 and built a cabin. In 1865 he sold out to B. F. McMullen and moved to Andrews County, Missouri. He was at one time road supervisor in Adair County.

William H. Easton entered 440 acres of land in Jefferson Township in May 1855. He also bought seventy acres of timber from G. M. Holaday on Section 4, Grove Township. In October he moved his family to his land. During his life here he held every township office and helped to make the first assessment while in the assessor's office. He was the second representative from Adair County, being elected in the fall of 1873.

Dillon Hunt, a native of Indiana, made a settlement in 1858 on Section 7, buying a farm of Stover Rinard. He shortly afterward sold the farm to Mr. Still and returned to his native state. Still resold the place to the first owner, Rinard.

Benjamin F. McMullen came to Section 7 in 1864, followed by Charles R. Crabb in 1870, William F. Edgerly and Alonzo H. Rinard in 1875, William A. Perkins in 1877, Leander Jones in 1878, and William Wilson in 1880.

The first birth in Jefferson Township was that of Jefferson Holaday, the son of George and Lydia Holaday, in the fall of 1854. The child died in

the autumn of 1855 and was buried in a pasture.

The first death in the township was that of the young son of William Alcorn. He was bitten by a rattlesnake in the summer of 1853 and died a few hours afterwards. He was buried in the same pasture which later held Jefferson Holaday.

The first marriage was that of William Stinson and Elizabeth F. Crow. The ceremony took place on May 7, 1854, and was performed by the county judge, G. Holaday, at the residence of William Alcorn. This was also the first marriage in the county, as shown by official records.

The Middle River grist mill, located on Section 7, was built in the winter of 1874 by Isaiah Hollingsworth, costing over four thousand dollars. In September, 1876, Andrew J. Thompson bought out Mr. Hollingsworth.

C. Schools

Jefferson Township Schools

By 1875, all nine school districts in Jefferson Township had good white wooden frame school buildings. The parents planned for no greater than two miles distance from school, so nine schools were set up on section corners. The schools were as follows:

- **Jefferson No. 1 - "Pleasant View"** - Section 1; In the 1930s, the teacher was Lucille Bast.
- **Jefferson No. 2 - "Grandview"** - Section 4
- **Jefferson No. 3 - "Highland"** - Section 5; Highland School sat on the Rhody corner until State Highway 25 came through, which ruined the playground and entrance area. When the school was reopened, they moved the schoolhouse to the Cashman corner. Two of the Rhody girls - Veronica and Mariam Rhody - taught in their own school when it was on their property. In 1945 the building was sold and torn down, and the lumber went to Greenfield to build a house.
- **Jefferson No. 4 - "Pebble Point"** - Section 18; 1936 teacher was

Mable Perry; Marilyn Herkleman taught in the 1940s

- **Jefferson No. 5 - "Center"** - Section 15 - (This is the only schoolhouse in the township still standing and it is now used for voting and community purposes.)
- **Jefferson No. 6 - "Prairie Gem"** - Section 14; Mrs. Clara Whit-tum was a teacher there in the 1950s
- **Jefferson No. 7 - "Hopewell"** - Section 36; A new school was built in 1917 for \$2,500; Teachers included F. C. Humphrey (1901) and Jane Nolan (1945)
- **Jefferson No. 8 - "Wahtawah"** - Section 28; Juanita Forcht (Gil-man) taught here in the 1940s
- **Jefferson No. 9 - "Hillside"** - Section 31; The building was completed in 1876. Jennie H. Dutton was the first teacher. A new building was completed in September 1914 and the fall term opened with an enrollment of twenty-four pupils, with Miss Hazel Wilkins as teacher. Bernice Coffman taught in the 1940s. Hazel Wilkins Geesman taught a total of eight years at Jefferson No. 9. She was the last to teach at this school. Jefferson No. 9 was one of many rural schools consolidated into the Menlo Community School of 1955. The schoolhouse was purchased by Joe Geesman. After being idle for several years, the building was sold to Nell Wallace. She had the building moved to Greenfield in 1963. She had it remodeled into a home, but didn't get to enjoy it long, as she passed away. After her death, it was moved to the Quentin Wakefield farm in Grove Township.

D. Churches

"The Methodist Church in Menlo is one of a kind. It was completed in December 1913 and is believed to be the only continuous poured concrete church using cast iron forms in the United States. The pews in the balcony came from the previous sanctuary that was built in 1857. There are 36 stained glass windows in the building." - Harley Wertz

E. Newspapers

The Menlo Journal was a weekly publication created by M.S.Varley and was in circulation between 1908-1943.

The Menlo Gazette was edited by A. H. Grisell.

The Menlo Enterprise was started by the Stults and printed in Adair. After some months, it was sold to J. B. Richardson who in turn sold out to *The Stuart Locomotive* in March 1886.

F. Banks

The Exchange Bank of Menlo founded by Stults and Bike in 1875. It was later owned by M. J. Sanborn of Des Moines.

G. Post Office

The post office known as Holaday's was established in 1853 as Wahtawah and William Alcorn was commissioned the first postmaster there. This was originated during the great overland travel to California and was established mainly for the accommodation of the emigrants to the Pacific. It was located at the house of the postmaster on Section 27 and was named after a local Indian chief. G. M. Holaday was the postmaster during the years 1855 and 1856, and was succeeded in 1857 by William H. Easton, who in turn gave way to John A. Easton. In the spring of 1864, George B. Wilson took charge of the office. The name of the office was changed on the accession to office of G.M. Holaday. During a short time the office was kept at the house of Thomas Breen, and Mary A. Breen acted as deputy Postmaster.

Jefferson Township was organized in 1855 and the first election held at the house of G. M. Holaday on Section 35. The first officers chosen were as follows: Jacob Bruce, William J. McDonald and Robert Wilson, trustees; William Hollingsworth, clerk; Jacob Bruce, road supervisor.

H. Railroad

The Chicago, Rock Island & Pacific crossed Menlo to the south. "The Liza Jane was a train that ran from Guthrie Center to the Switch, which is where Menlo is today. It started in 1880 and ran twice a day. In 1915, a freight train was added. The tracks are all gone now, but if you look close, you can see the old rail bed and culvert northwest of town." — Wayne Cook

"When I was a young woman, I worked in Guthrie Center. I remember wanting to see my folks for Christmas; it was the winter of 1938. It was terribly icy out, and I rode the Liza Jane down to Menlo, and waited for two hours at White's Service Station, which was the bus station. The bus finally got me to my folks in Dexter, and it was so slick I had to push my suitcase, full of presents, up the walk to the house." — Doris Neal

"I remember being at the depot in Menlo, and watching the mail bag get picked up with a hook without the train stopping." — Marvin Welch

"Growing up in Menlo, I remember that at night the Rock Island Rocket's waving headlight would cast light in to my bedroom." — Harry Kalbach

I. Historical Buildings & Businesses

Genung Brothers Bicycle Shop

"My great-great-grandfather, Edmund Genung, brought his family by covered wagon to Menlo in 1869 and farmed just east of town. When the popularity of the bicycle took off around the country, the Genungs bought bicycles from Marshall Field's in Chicago and set up the Genung Brothers Bicycle Shop. I'm also told that a half-mile track was set up on their farm so beginners could practice before hitting the roads. Bicycles are actually what helped to start the good road-building boom in Iowa, that eventually led to the creation of the White Pole Road, which incidentally still passes by the old Genung

farmhouse.” —Liz Gilman

Kalbach Station & Friendly Gas Station Man

“Last Thursday night proved to be an enjoyable event for a large number of people, when Harry Kalbach sponsored an opening for his beautiful new service station. An orchestra composed of Menlo and Casey musicians furnished music for many who enjoyed dancing on the concrete. The brilliantly lighted station and the colorful assembly moving to the strains of music created a pleasing scene that was enjoyed by the large audience.” — From the *Stuart Herald*, Friday, July 27, 1934

When Harry Kalbach opened a service station on the corner of the newly named U.S. Highway 6 and Menlo’s Main Street, he was an independent who sold White Rose Gasoline. This was a true “service” station where they filled up your tank, checked the oil, washed the windshield, maybe even fixed a flat.

Shortly after opening, another fixture was erected at this station that still stands today. The Kalbach Oil Company commissioned the Nebraska Neon Sign Company in Lincoln to build an image of a service station attendant in a blue uniform outlined in neon lights to welcome motorists. The 12 feet high double-sided sheet metal figure waves to passersby. Harry Kalbach, Jr., who was five when the sign arrived, named him “Old Man.”

In 1948, the station carried the Conoco name; in 1951, City Service; in 1965, Citgo; in 1968, Gulf; and in 1970, Mobile. All through these affiliations, the thing that remained constant was the Old Man, waving his arm to all that passed by.

In 1992, Harry decided to discontinue selling gas at his station, but the metal man continued to wave until 2008, when Harry and his wife, Jan, decided to give the sign a complete restoration. Harry says, “You would not believe the amount of ‘bird history’ that was built up inside the sign after 70 years.”

Today, he is known as the Friendly Gas Station Man. The like-new icon stands, waving his arm, lit up with bright neon trim, as a memorial to Harry Kalbach, Sr., and to Harry, Jr.’s belief in the resurgence of the White Pole Road.

Uncle Ben’s Ready Mixed Pancake Flour

Clarence Wells and his uncle, Ben Wells, owned a mill and manufactured the famous Uncle Ben’s Ready Mixed Pancake Flour which was sold extensively throughout the country.

J. Notable Residents

Senator George Allison Wilson (1884-1953)

Menlo’s other connection to the governorship is that it was the hometown to Iowa’s Governor George Wilson who served from 1939 to 1943, and was a U.S. Senator from 1943 to 1949.

George Allison Wilson was born on a farm near Menlo, Adair County, on April 1, 1884. The youngest son of James H. and Martha G. Wilson, he attended rural school and graduated from Menlo High School. Wilson served as an Assistant Secretary of the Senate in 1904. After graduation from the law school at the University of Iowa, he began practicing law and became Secretary of the Senate in 1911. His active political career began with his election as County Attorney in Polk County in 1914.

On December 8, 1921, he was married to Mildred Zehner. To this union were born a daughter, Mary, and three sons, James, George, Jr., and John. All three sons served in World War II.

After serving as judge of the district court, which he resigned from to once again practice law, he was elected to the Iowa State Senate in 1926 and re-elected in 1930 and 1934. In 1938 he was elected Governor of Iowa and was re-elected in 1940. Then in 1942 he was elected

as a United States Senator from Iowa.

Wilson's political career extended over a period of nearly half a century. During the four years he served as Governor, Wilson was best known for his honesty and for insisting upon economy and wise expenditure of public funds. A public safety department was established during this time along with many other accomplishments.

While serving in the United States Senate, George Wilson served on important committees which included Agriculture, Armed Forces, and Small Business.

George Wilson, who had great faith in Des Moines and Iowa, was interested in the improvement of conditions in rural areas of Iowa, especially the schools and farm-to-market roads. His was an interest in the betterment of rural life generally. Throughout his life his rural ties were never forgotten.

He was one of Iowa's few native sons to serve his state in all three branches of government - the executive, legislative and judicial. As a lawyer, Wilson was known as an outstanding trial attorney in the state. As Chief Executive, he was well known for his honesty and was untiring in his efforts to better the general well-being of the State. With his exceptional background of experience, his knowledge of legislative procedure was unexcelled. His was a life of service for the people of this state.

Benjamin Franklin Allen (1829-1914)

Benjamin Franklin Allen founded the city of Menlo in 1869 with Albert Bickford and Chester Henderson. Menlo was named for Menlo, Ireland.

He was born in Indiana in 1829. Orphaned at the age of four, Allen seemingly inherited a life of poverty. Despite Allen's lack of formal education, he would eventually go on to become Iowa's first millionaire.

Sources estimate his fortune to be between 4 and 12 million dollars at its height. Allen lived with his grandfather in Ohio until his teenage years. At 17 years old, Allen enlisted in military service in New Albany, Indiana during the Mexican War. Robert Allen, his uncle and a quartermaster in the United States Army, looked after him. Following Allen's military service, he arrived in Des Moines in 1848 at the age of 19, presumably to collect an inheritance from another uncle of his, Captain James Allen. Captain Allen was responsible for establishing Fort Des Moines in 1843, an Army outpost at the confluence of the Des Moines and Raccoon Rivers.

As a 19-year-old who was new to the settlement of Des Moines, B. F. Allen would become instrumental in the development of the city. Allen quickly established himself as a merchant and began widening his business interests. He started a steam sawmill near town and also opened a general store at the corner of Second and Vine Streets.

In 1855, Allen began his career as a banker and real estate operator, acquiring 34 acres of land that included the future site of Terrace Hill. Sources estimate that at one time, Allen's total land holdings in Iowa were at least 93 square miles or more. Allen's banking house was located on Second Street between Vine and Market Streets. In 1857, the same year Fort Des Moines changed its name to the City of Des Moines, Allen became one of the directors of the State Bank of Iowa. Allen soon acquired a controlling interest in the Bank of Nebraska, which he managed from his private banking house in Des Moines, now located at Fourth Street and Court Avenue. During the Panic of 1857, Allen kept many local businesses afloat by endorsing promissory notes guaranteeing he would pay their debts. By shouldering their financial burdens, these businesses had time to resolve their troubles. This garnered Allen an immense amount of goodwill, and he became a local hero. By 1860, Allen had been instrumental in transforming Des Moines from a rustic settlement of 200 people into a town of nearly 4,000.

In the 1860s, Allen began his involvement in local politics. Elected to the Des Moines City Council in 1860, Allen became a well-known

figure in the Iowa Republican Party. Allen would eventually go on to serve as a senator in the Iowa state legislature, representing Polk County during the thirteenth and fourteenth general assemblies (1870-71). Senator Allen was influential in securing the legislation providing for the new Capitol building, which was constructed between 1871 and 1886.

In 1865, Allen organized the Rock Island railroad. By 1867, the railroad reached Des Moines and Allen was appointed in court to hold in trust more than \$500,000 in railroad bonds of the Chicago Rock Island and Pacific Railroad until debates over land rights could be settled. He bought up property along the proposed route west to the Missouri River, established a land company, plotted town sites and stations along the route, and sold them at a sizable profit. However, he used the railroad trust funds to speculate, a decision that would ultimately contribute to his financial ruin.

In May 1873, Allen made a move that hastened his spectacular downfall. By this time his debt was significant, having borrowed the railroad trust funds for his own investments. In desperation to pay off his debts to the courts, he purchased controlling interest in the Cook County National Bank in Chicago and was elected president. Despite Allen's efforts to guarantee the bank by relying on his personal assets, the bank crashed in January 1875, taking Allen with it.

Litigation involving the liquidation of Allen's estate dragged on until the mid-1880s. There were two criminal trials for fraud over a period of eight years (one case eventually went to the United States Supreme Court) but Allen escaped conviction, as the juries believed he vainly poured his own assets into the bank in order to save it. Many local residents believed the same, despite their losses for which he was responsible. Allen managed to retain possession of Terrace Hill and eight acres of immediate grounds until 1884, when Frederick M. Hubbell purchased the property for \$60,000.

Freedom Rock

Located just south of the 5x80 Country Club is the 56-ton boulder

that serves as Ray "Bubba" Sorensen, Jr's canvas for patriotic images, the original Freedom Rock. Bubba paints murals dedicated to war veterans each May and has become a Memorial Day tradition that draws thousands of people to the rock. The rock was a large boulder that marked the entrance to a rock quarry. It slowly became a place for local kids to graffiti different sayings and pictures.

In 1999, after seeing *Saving Private Ryan*, Sorensen said that he was inspired to find a way to say "Thank you" to those who have served the country. So he painted the rock with a rough painting of the flag raising at Iwo Jima and the words "Thank you, veterans, for our freedom." Since then, every Memorial Day, Sorensen repaints the rock with different patriotic images and sayings in support of our military men and women, past and present.



4.10 Anchor Community of Casey

A. Establishment of Casey

Laid out in the winter of 1868 by R. Marshall and A.G. Weeks, Casey (originally Spring Valley) was named for the Casey family, an Irish family which included James (b. 1814), John (b. 1821), and Patrick Casey, an Irish foreman who made camp in the area and was in charge of railroad construction for the new Chicago, Rock Island, and Pacific Railroad. The town consisted of 90 acres and was originally laid out south of the railroad tracks in Adair County, but the main business district eventually migrated north for higher ground in Guthrie County. Reportedly, most of the streets in Casey are named for Union Army generals in the American Civil War. Thomas Street is named for the Casey brothers' father.

Prior to the establishment of Casey, Dalmanutha (laid out in 1855) has been the only settlement in Thompson Township. With the building of the C.R.I.&P. and the establishment of Casey in 1868, the people of Dalmanutha packed up their belongings and moved into the new town of Casey.

By 1869, the time of the first regular passenger train between Atlantic and Des Moines, the town of Casey contained approximately 30 houses, a general store, a drugstore, three grocery stores, two lumber yards, a hotel, five boarding houses, three land agencies, a blacksmith shop, and more.

A very small strip of the city of Casey overlaps Adair County, but the major part of the town is in Guthrie County. The population was 426 at the 2010 census. According to the United States Census Bureau, the city has a total area of 0.74 square miles (1.92 km²), all land.

Thompson Township

The boundaries of Thompson Township were mapped in 1850. There was good drainage from three streams, the North and South Middle River and Beaver Creek, as well as green grasses for grazing.

At the beginning of 1853, Stephen Johnson arrived at what is now Thompson Township. The next settlers were Aaron Coppoc and A. E. Porter, who also arrived in 1853. (See the "Underground Railroad" section for more information on these two men.) Thomas Chantry arrived in 1854, settling in Section 22. Samuel Thompson came and located on Section 35. (Thompson Township was named after this prominent family.) These families were followed by other early pioneers.

By the summer of 1855, the first religious services in the township were held by Coppoc and Porter, who were United Brethren ministers in Stanfield's Grove near the Quaker cemetery.

One of the early settlers, William Stanfield, was a successful "bee hunter." By 1875, bee raising was quite a business.

Life revolved around the small country church and the country schools as they were built. By 1890, the little United Brethren Church was the hub of the community. In early days, baptism was performed by immersion south of the church in a small stream. The church was torn down in the mid-1950s.

In the late 1870s, an Old Settler's picnic and Fourth of July celebration was held at the Luther Frost farm. (More recent owners include Jonah Neifert and Bob Dewitt.) The festivities included horse racing, foot races, wrestling matches, and dog and wolf fights. In the 1920s, there were elk raised on the Jonah Neifert farm, brought here from the West, for all to enjoy.

Before the White Pole Road was built through it, Silver Lake was approximately one and three-fourth miles west of Casey. Water collected from rain and a natural spring in a low place by the railroad track.

At the end of each school year, township picnics were enjoyed by many at the center schoolhouse. Hay racks, wagons or buggies were decorated and loaded with people. All types of games, races and contests made up the day.

There have been at least three tornadoes in northwest Thompson Township. The first one, which passed eight miles northwest of Casey, was recorded in 1892. It destroyed all of the buildings on the Samuel Caltrider farm, except for the house. This same homestead has been damaged by tornadoes three different times.

The Tornado of June 2, 1925, was particularly devastating to the Harris family on or near Cottonwood Hill, Section 7. It followed a path about five miles long. Ed Harris (age 75) and two of his daughters, Bertie (34) and Nellie (31), died in the storm. Their bodies were found at least a quarter of a mile from where the house had stood. John Harris (Ed's son) was the only family member to survive. He was blown into a treetop and then knocked to the ground. His scalp was nearly torn off and his collar bone and right foot were fractured. Despite his injuries, he crawled a quarter mile to get help. Also injured were Mr. and Mrs. Henry Elgin, an eight-year-old son, and Mrs. Wedemeyer. A lot of livestock was killed and many buildings were destroyed.

Walnut Township

There are two main streams of water in this township, Turkey Creek and Middle River. Middle River enters at the northern line of Section 3, takes a winding course in an easterly direction, passing out of the township at the northern line of Section 2. It enters the township again at the extreme northwest corner of Section 1, flows in a south-easterly direction, making its final exit into Jefferson Township on Section 12. Turkey Creek has for its source Sections 15 and 16, passing through Sections 14, 23 and 25 into Jefferson Township. The soil is dark and sandy loam. The surface is rolling and what timber there is may be found along Middle River.

Charles Smith, one of the pioneer settlers of Walnut Township, emigrated with his family from Marion County, Indiana, to Section 4 in October 1855. He was a native of North Carolina. Lewis Underwood came to the township with his family in April 1854, from Henry County, Iowa. He was a native of South Carolina, but had lived for some years in Randolph County, Indiana. He settled upon Section 12 where he built a cabin. He died there in 1867.

A. G. Weeks, a Mormon preacher, a native of Polk County, Indiana, settled upon Section 3 during the year 1855. He remained here until 1863, when he disposed of his property to R. H. Marshall. James Thompson came to the township in 1855. He was a native of North Carolina. Isaac Arledge arrived shortly after the settlement of A. G. Weeks during the year 1856. In 1863, R. H. Marshall emigrated to Walnut Township, buying forty acres, of land on Section 3 of A. G. Weeks. Another early settlement was made in this township in 1868 by Moses Stockwell. He was a Kentuckian. He settled in Section 4.

B. Early Pioneers

Captain Joseph Rutt

Captain Joseph Rutt came to Casey about 1872 and for a time managed the large farm belonging to his brother, Abram Rutt, afterward buying and developing a farm for himself. He served on the county board of supervisors for two terms. He died in Casey some years later. One of his sons was the manager of the Abram Rutt National Bank of Casey.

Abram Rutt

Abram Rutt was born in Lancaster County, Pennsylvania, October 8, 1831, a son of Samuel and Susan (Whistler) Rutt. He was educated there and in the fall of 1853 Rutt journeyed to Iowa, wintering in Madison County before moving to Adair County the following spring.

Rutt farmed a short distance northwest from Fontanelle along a branch of the West Nodaway River which is still known as Rutt Branch of the West Nodaway. He helped to lay out Fontanelle, the first county seat of the county.

Rutt married Sarah Valentine of Adair County in 1866. In 1876, they moved to a farm on the south side of Casey and opened a lumber yard. In 1886, Rutt organized a private bank (Farmer's Bank of Casey) which later became the Abram Rutt National Bank. The bank opened

for business in March 1906. Of his first two bank buildings, one still stands on the west side of McPherson Street. It was later the office of Dr. N. L. Krueger.

“Uncle Abe,” as he was known, passed from this earth on January 6, 1913, after an honorable and noble life. In his will, Mr. Rutt bequeathed several thousands of dollars to various educational institutions. He is buried in the Oakwood Cemetery.

The new Abram Rutt National Bank building was erected in 1915, two years after his death. Officers of this bank were S. Lincoln Rutt and William Valentine.

Abram Rutt had his own currency, some of which is on display at Rolling Hills Bank in Casey (and some of which occasionally shows up on eBay).

R. W. Hollembeak

R.W. Hollembeak settled early in Walnut Township and engaged in raising fancy stock, having a large herd of Hereford cattle at one time. He served as representative in the General Assembly. He was accidentally killed at Casey by a railroad train while he was crossing the tracks.

William Valentine

William Valentine was born May 6, 1843, in Tippecanoe County, Indiana, the son of John W. and Rebecca (Kinkennon) Valentine. In 1855 he went west and bought cattle on an extensive scale, and in 1863 came to Fontanelle with his brother J. K. At this time he pursued the agricultural vocation, continuing until 1877 when he went to Casey and engaged in the lumber business. In 1866 he married Naomi I. Taylor of Fontanelle. The family lumber business of Wm & F.R. Valentine was born on January 1, 1884. William Valentine became Vice President of the Abram Rutt National Bank in 1915.

Hiram Johnson

Hiram Johnson was born in 1846 in Brown County, Illinois, to Stephen Johnson, a pioneer who came to Casey in 1853. Hiram Johnson helped build the first log cabin ever erected in Thompson Township and attended its first school. According to an interview in the *Des Moines Register* on June 15, 1930, the Johnson family came from Ohio to Iowa in 1852 along with the Mormons. The senior Johnson was dissatisfied with the way that Brigham Young was leading so he left the Mormons. The Johnsons continued on their own to Des Moines and then westward, breaking their own trail and deciding to settle in Guthrie County.

When the Civil War started, Hiram was not old enough to enlist so he and a few other boys lied about their age and went on to serve in the war. Hiram married his childhood sweetheart, Mary McMullen, in 1865. He was in Casey when Jesse James and his gang robbed the train there. Hiram died in 1934 in Casey at the age of 87.

The Caseys

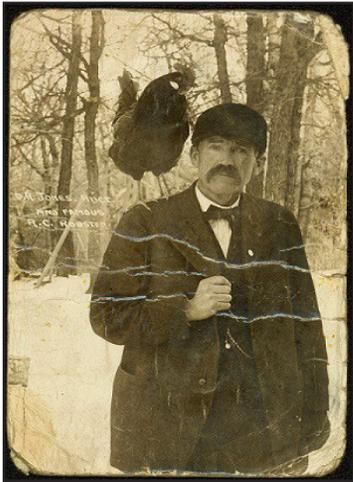
John (b. 1821) and James (b. 1814) Casey, brothers originally from County Cork, Ireland, were brought to Iowa from Erie County, PA to construct the C.R.I.&P. railroad by John Tracy, president of Iowa's line. The Caseys had contracted with Tracy previously. The Caseys were in charge of 2,000 laborers and nearly 1,000 teams.

James and John, known as the firm of J. & J. Casey, were two of the oldest railroad builders in the United States at the time. They had been engaged in this work for over 35 years. James gave up the enterprise in 1869, after the completion of the C.R.I.&P. John was the primary supervisor of the Canada Southern Railroad, and died in 1879. Thomas Street was named after the Casey brothers' father.

Kevin Cooney, longtime KCCI News Channel 8 newscaster, is a descendant of the Casey family. Mary Casey Harvey, sister of James and John Casey, is Cooney's great-great grandmother. Her son, William Harvey, is his great-grandfather. (William worked on the railroad for his uncles and was also a founding pioneer of Adair County.)

Kading Family

Prominent in Walnut Township since 1880, the Kadings were regarded as one of the most worthy pioneer families in the area. William and Marie Kading are buried in Oakwood Cemetery in Casey.



David R. Jones and the Famous Red Cross Rooster

David R. Jones was born in Wales in 1855. He immigrated to the United States and married Nellie Jones in 1879. In 1881, the Jones family moved to Thompson Township where they had nine children. Jones was a farmer and “one of the most successful auctioneers in Iowa.”

During World War I, Jones donated his time and services as an auctioneer to the Red Cross, raising \$40,000 (equivalent to over \$700,000 today) for which he received recognition by the National Headquarters at Washington D.C. and by the Iowa Historical Society. A record of his work on behalf of the Red Cross is preserved at the Historical Building in Des Moines. One of the organizers of the Iowa Good Roads Association and a district member of the Board of Directors, Jones helped to organize the White Way No. 7 Highway Association and served as vice-president and manager. Jones was also a member of the Gold Star Memorial Commission and supervised the placing of the memorial markers along U.S. Road No. 22 across the state of Iowa.

The rooster, named “Jack Pershing” after the famous general, was once donated for a Red Cross auction. He was sold over and over at that auction. No bid of more than \$10 was accepted and nobody could keep him for more than five minutes. At the end of the auction, he had been sold 108 times, earning \$217 for the Red Cross. The last man who purchased Jack left him on the street and that’s when Jones took him home. Jones went on the road with the rooster, who would perch on his shoulder, stopping in towns to collect money for the Red Cross. Jones gave up his regular job, donating all of his time to raising money.

“Jack” went on to be sold more than 9,000 times. “Jack” died in 1919 and the citizens of Casey paid to have him mounted and presented him to the Historical Society of Iowa, where he remains today (often in storage). “Jack” was even used to garner money for the Red Cross after the 9/11 attacks. He inspired the slogan “If you haven’t been to Adair County, you don’t know Jack!”

Jones passed away in 1929 at the age of 74.

C. Schools

The first school was built in Thompson Township. It was a log cabin built in 1856, located in Stanfield’s Timber, east of the Clyde Walters Barn, and run as a “subscription school”. (NW 1/4 Section 35) Ten pupils were taught by Miss Chantry in 1857 at her brother’s house. There was also a school at the Quaker settlement on Middle River.

In 1870, a two-story public school was erected on the corner of Grant and McPherson Street, on the site of St. Joseph’s Catholic Church. This school served until 1881 and was then sold to A. E. Noble, who used the lower rooms for living quarters; the upper rooms were used for many years by the Masons and Odd-Fellows. It was known as “Noble’s Hall.”

Around 1881, Casey built a two-story frame building on the corner of Third and Wallace Streets (the site of Casey High School). The school was graded and students were prepared for county high school in Panora. An addition to the building in 1890 allowed for high school classes.

Many people in the Casey area attended Mrs. Cowman's Normal Training School and Business Class in the early 1900s. It was a private school which tutored men and women in business and in becoming teachers. The college was housed in the former Lutheran church, and lasted for a few years.

By 1915, Casey had four schoolhouses (valued at a total of \$48,000), 473 enrolled students, and eight teachers. That year the Casey Independent School District voted to build a new three-story brick structure for \$35,000.

In 1956, Casey Independent School, Thompson Township and Walnut Township voted to consolidate into the Adair-Casey School District, which covers 157 sections of land. The merged district went into effect in 1957, with building construction starting in April 1959. The cost of the new 40,300 square foot building was \$500,000.

In 2016, the Adair-Casey School District consolidated with the Guthrie Center School District. It was decided that each district would keep its own elementary school building, while 7th and 8th grade students would attend at the Adair-Casey building and high school students (9th-12th) would go to the Guthrie Center High School, now known as Adair-Casey/Guthrie Center (AC/GC) High School.

Country Schools:

According to students who attended in the 1950s, there was a yearly competition among country schools that was held before the holidays in the Greenfield gym.

Thompson Township had nine township schools, located every two miles:

- **Thompson #1** (Across the road from Lonnie Blass)
- **Thompson #2** (At Chris Plagman's/Jeff Larson's)
- **Thompson #3** (At Keith Caltriders')
- **Thompson #4** (At Don Williams')
- **Thompson #5** (At Bill Powells')
- **Thompson #6** (At Merle Bassetts') - Teacher Vera Jorgensen (later Mrs. Don Chalfant)
- **Thompson #7 (aka Anderson School)** At the junction of Highways 6 and 25; Teacher Leona Schmeling
- **Thompson #8 (aka Isenhardt)** Approximately two miles east of Adair-Casey High School, the school taught students from Kindergarten to 8th grade. It had an outhouse and a coal furnace. Mrs. Walters was a teacher. Field trips to other country schools for games and picnics were held in the spring.
- **Thompson #9** (Harold Ruppert's)

Walnut Township: Each township is composed of 36 square miles. In the center of every four-square miles, a small rural school was built.

- **Walnut #1:** SE corner of Section 2; The 16x24 building was erected in 1878. Some of the teachers were Carol Westphal in 1942 and Mrs. Lena Grant in 1945.
- **Walnut #2 (South Casey School):** Section 4; This 16x24 school was built by Moses Stockwell for \$500. It is remembered as one of the first frame buildings. Mary Thompson of Winterset was the first teacher in 1862-1863. This school was also called the South Casey School. In 1913, the original building was abandoned and sold to be remodeled into a home for the John Wood family. Other teachers there were Carrie Mowry, Blanche Hardin, Virginia Mains (1942), Irene Downing (1945), and Marie Blackmer (1949)
- **Walnut #3 (Burr School):** NE corner of Section 7; William Armstrong is said to have been the first teacher. A later teacher was

Anna Donnelly in 1949.

- **Walnut #4 (Pleasant Valley School):** NE corner of Section 19; SW Corner of 130th and Fontanelle Road, two miles west of Walnut #5. Slayton Rock came from the hill where this school was located. Edith Roak, Leona Lane and Wanda McClung were later teachers there.
- **Walnut #5 (Walnut Center School):** NE corner of Section 21; located at 1305 Jordan Ave. This is the only Casey school building that remains in its original location today. The first term was taught by Joseph Leshner in the summer of 1870. In 1939 Miss Norma Smith taught at Walnut Center. Other teachers were Marie Scarlett in 1942, June Daniels in 1945, and Denelda Miller in 1949. It was purchased by Boyd Kading (an adjoining landowner) after the school was closed and remodeled into living quarters. In 2001, it was used as a hunting lodge, and today is owned by Wedemeyer Auction & Realty as such. It is called the Walnut Center Inn. The bell tower and original steps remain.
- **Walnut #6 (Poplar Ridge School):** SE corner of Section 14; This school was a 20x24 building which cost \$600. Annie Sheltins taught the first term of school. In 1942 Marion Taylor taught here, as did Marianne Seegers in 1945 and Betty Gaskill in 1949.
- **Walnut #7 (Violet Hill):** SE quarter of Section 26. Teachers were Frances McCarty in 1942 and Lucille Schwalbe in 1949.
- **Walnut #8 (Willow Grove School):** SW corner of Section 27; Teacher Lena Grant; later Lucille Schwalbe. Located across the road from Stan Kading's shop. Prior to the building of this school, William Armstrong taught two terms in the granary of Robert West in Section 34. Other teachers included: Alice Comly, June Harris, Wilma Dunbar, Tena Dunbar, Alice Lounsberry, Catherine Dill, Marjorie Wallace (1942), Irene Siedelmann (1945), Lena Grant, and C.D. Slinker.
- **Walnut #9 (Cook School):** SE corner of Section 30; At one time Velma Daugherty taught there, as did Velma Condon in 1945 and Maxine Martin in 1949. "I went to country school. We had two teachers because we had so many students. It was called Valley #8. I started when I was four and graduated from eighth grade when

I was 12. In high school, I took normal training so I could be a teacher. I started teaching when I was 17 at Pleasant Valley. I had a War Emergency certificate so I could teach, and I lived with the students' families." - Nadine Joint

D. Churches

Casey United Methodist was organized in 1869 and the first church was built that same year. In 1881, the Methodists bought the Congregational church located on the present day site of the Methodist church. A newer church was built in 1974 which still serves its parishioners.

A new Lutheran church was built in south Casey in 1894 and a pastor by the name of Reverend Kreutz remained there until 1901. Shortly after the church was built, a school was built one block west of the church. The parsonage was purchased in 1922. The present church was purchased from the Presbyterians in 1940 and a new church was built near this site in 1979 and is still in service. The Reverend H.L. Daib was installed in 1923 and served 25 years at Casey.

The First Friends Church, a Quaker church, was organized in 1894. Prior to the building of the church in Section 32, members met at the Cook schoolhouse, one mile north. On January 9, 1922, the wood frame building was destroyed by fire. It was rebuilt that summer. Known now as Canby Friends, the church (located at 1590 Fontanelle Road) is still in service today.

Willow Grove Church (Methodist) was located in Section 27 of Walnut Township on a diagonal corner from Walnut No. 8 school. Built in 1907, the church dissolved around 1920 and by 1922 was used as a home.

E. Newspapers

The Casey Union, a Republican paper, was established by E. M. Day in

1870. It changed ownership two or three times before ending in 1872.

After *The Casey Union* passed out of existence, Hartpence and Marshall created *The Casey Vindicator*. In 1874, the newspaper became the property of Thomas Boydston, then transferred the following year to Ham Kautzman, who it turn sold it to William Ashton. At the beginning of 1878, Burt North and A. J. Shader assumed its ownership and management, changing its name to *The Vindicator*. In 1879, Cowman leased North's interest and then purchased the plant. It went by the slogan "More than a newspaper...a community institution." In 1971, it became part of *The Adair News* which is still in circulation.

The Casey Clarion, a Democratic newspaper, was established in 1872 by Hartpence and Marshall, who sold it in 1874 to Thomas Boydston. He in turn sold it to H. Kautzman. This weekly publication ran from 1872 to 1878.

The Casey Record, published by M. S. Varley, was in circulation from 1897-1909.

F. Banks

Abram Rutt National Bank Building in Casey

Abram Rutt settled in the area in 1866 after moving here from Pennsylvania. In 1886, he started a private bank in Casey known as the Farmers Bank. It was changed to a national bank in 1906 and became known as Abram Rutt National Bank. The bank printed \$543,500 dollars worth of national currency before stopping in 1930. During its life, The Abram Rutt National Bank Of Casey issued five different types and denominations of national currency.

Of his first two bank buildings, one is still standing on the west side of McPherson Street. Several firms operated there through the years. It was finally the office of Dr. N. L. Krueger.

The former large brick building at 100 E. Logan Street reads "Bank - 1900" at the cornice. This was one of an array of smaller bank buildings designed throughout the upper Midwest by the Lytle Company of Sioux City. Generally the bank designs from the firm are well done and in a few instances, such as this bank in Casey, the company produced a really outstanding building. This Prairie example is rendered in the usual brick, glazed brick, and terracotta. The cream-colored glazed brick and terracotta dominate the walls of the building, with the red bricks forming strange pilasters supporting an attic story. Over the entrance, in terracotta, is a multicolored cornucopia overflowing with abundance. If you look closely at the pattern within the upper row of terracotta panels (in the attic story), you will discover Abram Rutt's initials.

Bank of Casey / Citizen's Bank / Gray's Bank - 100 E. Logan Street

In 1875, the Bank of Casey was established by William Ivers. It was sold to Savage and Crawford in October 1879. A. H. Savage was a banker in Dexter and John W. Crawford, a brother-in-law of Mr. Savage, managed the bank. In 1884, this bank was taken over by A. E. Noble and was run as the Citizen's Bank. In 1898, John Gray purchased the Citizen's Bank at Casey (a merger of the old Citizen's Bank and the Citizen Savings Bank.) It was run by John's son, Fred Gray, in 1914. The building later housed Mary's Cafe and then Crow's Nest Antiques (2017).

New Abram Rutt National Bank / Citizens Savings Bank / Menlo Savings Bank (Casey Branch) / Security Savings Bank / Rolling Hills Bank - 101 E. Logan Street

Designed and built in 1915, two years after Rutt's death, as a memorial to its founder, the new Abram Rutt National Bank was completed on the southeast corner of McPherson and Logan Streets. In 1930 it merged with the Citizens Savings Bank. In September of 1931, this bank closed and for a time Casey was without a bank.

On November 21, 1931, the Casey branch of the Menlo Savings Bank

opened up here. In April 1955, the bank became independent and was known as the Casey State Bank.

The top of the building's exterior, which features the dates 1886 and 1915, is much the same as it was originally; however, the interior was remodeled in 1967.

In October of 1969, the Menlo Savings Bank merged into the Casey State Bank and as a result, the name of both banks changed to Security State Bank. The bank hit tough times in the 1980s, primarily due to the Farm Crisis, and was taken over in 1988 by new ownership. The bank credited local business owners, like that of Casey Mill and Elevator, with the resurgence of local investors.

Today this bank is a branch of Rolling Hills Bank and Trust which has several branches throughout Western and South-Central Iowa. There is a cabinet in the lobby of the bank that is filled with Abram Rutt artifacts including some "Abram Rutt Money."

The bank is an architectural masterpiece, designed by an architect who worked under the famed Louis Sullivan. (Frank Lloyd Wright also apprenticed with the firm of Adler and Sullivan from 1888-1893.) There is a building in Sioux City, Iowa, built by the same firm, that strikes a very similar resemblance to the Casey Bank Building.

G. Post Office

After the town was laid out, a post office was established on the south side in Adair County. R. H. Marshall was appointed postmaster. In 1872 the office was discontinued and an office established on the north side. E. M. Day was postmaster. W. D. Kelsey then took the job in 1875. In 1908, a new building was erected by Dr. William Duncan to be used as the post office. In October 1966, the post office moved across the street into Dr. VanDuzer's building. The current post office was erected in 1991.

H. Railroad



John and James Casey, brothers from County Cork, Ireland, were brought to Iowa to construct the C.R.I.&P. railroad by John Tracy, president of Iowa's line. The Caseys had contracted with Tracy previously. The Caseys were in charge of 2,000 laborers and nearly 1,000 teams.

The track was laid 40 miles west of Des Moines at approximately the location of Casey by July 1868. The site, defined as the "grand divide," necessitated a summit cut one mile in length and sixty feet deep. (This work required 6,000 men and 3,000 teams to complete.)

In mid-July 1868, Casey was being laid out on the line between Adair and Guthrie Counties, with the main portion of the town on the north side of the railroad track. The railroad company erected buildings, including passenger and freight depots, and an engine house.

The Casey Railroad Depot, erected in 1869, was torn down in 1961 after not being used for several years. In June of 2105, the Menlo and Casey Fire Departments ran a passenger train between the two towns. The funds raised money for both towns.

There were train wrecks in 1905 and 1911, and again in the 1970s. A

train derailment in 1974 caused extensive damage to buildings owned by the Casey Elevator.

I. Historical Buildings, Structures & More

Abram Rutt Home

The historic Abram Rutt home at the northeast corner of McPherson and 1st Streets (one block north of St. Joseph's Catholic Church) was the most luxuriously styled home in Casey. Built by Rutt himself, its interior was finished with hardwoods and contained the finest furnishings. The house is still a private residence today.

Middle River Bridge (General Francis Herron Memorial Bridge)

General Herron was awarded the Medal of Honor for heroism at the Battle of Pea Ridge in the Revolutionary War in March 1862. He led a division at Vicksburg and had commands mostly west of the Mississippi. He became a Major General at age twenty-six. In his honor, the large deck girder bridge over the Middle River was named after him.

Located west of Casey, this bridge crosses the South Fork Middle River along White Pole Road. Built in 1899 by the American Bridge Company for the Chicago, Rock Island & Pacific Railroad, this bridge consists of two deck plate girder spans, set onto concrete substructures. It spans 111 feet. No plaque could be located on the bridge; however, a date stamp exists on the downstream side of the pier. Overall, it appears that the bridge is in fair condition, as the substructures have begun showing age. No alterations have been made to the structure since the original construction.

The bridge is along U.S. 6, designated as the Grand Army of the Republic Highway to honor the Union forces during the Civil War.

Casey Visitor Center & Museum

Quilts, memorabilia, photos, and family collections are on display in

the former St. Joseph's Catholic Church, which was built in 1908. It showcases the original stained-glass windows which were donated by many founding families of the congregation, most of whom were of Irish descent and arrived at the time of the railroad construction. The Visitor Center is used for weddings, community gatherings, family reunions, and receptions. It is owned by the Casey Historical Society.

Wagon Trail Ruts

Take McPherson Street north of town to the T intersection and take in the scenic view of a wagon trail long abandoned that runs along the fence line north towards Guthrie Center. There are currently no interpretive signs or any other markers at this site.

Slayton Rock

2 ½ miles west and 2 ½ miles south of Casey on county gravel road N72, visitors will find Slayton Rock. This rock is 16 feet high, 14 feet wide, 58 feet around, and weighs 500,000 pounds. It took 3,000 horsepower for Don and Betty Slayton to move it from a nearby farm field to its current location. It's a popular spot for photos.

Grave of the Unknown

The following story comes from Tim Florer:

During the Dust Bowl, thousands of Americans had been suffering through years of the Great Depression. Many loaded up their remaining possessions and tied them to their Model T or Model A, and headed west to California, the "land of milk and honey." The White Pole Road was a main artery for this mass migration. Dale Lomax of Stuart says, "Gas was selling for about 20 cents a gallon, and there was a lot of traffic on our road." These travelers were faced with tough decisions, like choosing between food or gas, and whether to stay put and work or keep traveling west.

Legend has it that one family out of this multitude had a little baby girl. She was very sick, and days went by without any improvement. The family made it to Casey and thought about finding a doctor. They

decided against it, since they had no extra money. They thought, “If she can just hang on a while longer, we will be in California, and everything will be alright.”

But the girl became worse and just off the road west of Casey, she died. The grieving parents took it upon themselves to bury their daughter in the shade of the trees south of the railroad tracks. Struggling with life, they continued on to California, vowing to return one day with money to erect a headstone for their daughter.

Rumors are that a year later, the parents returned and put up a headstone made of cement in the shape of a cradle. An unknown person places flowers on the grave to this day.

Abram Rutt Park, aka Casey City Park

This historic park has become one of the best overnight camping facilities along Interstate 80. In the early 1920s several hundred soldiers (most of them fresh from battle) camped in the park for a day or two on a marching exercise to Des Moines. Chautauqua performances were held at this park every summer for many years.

J. Notable Residents

Thomas W. Duncan

The author Thomas William Duncan was born and raised in Casey, and was most famous for his novel, *Gus the Great*, published in 1947.

Duncan was born in Casey, the only child of William and Irene Duncan, and of Scottish descent. The elder Duncan had grown up in Chicago but chose to practice medicine in a small town. Nevertheless, he retained his love for big cities and a passion for luxury hotels, fine dining and the theater. His son, Tom, later wrote in a short autobiography that the combination of small-town life and his family’s tastes and travel experience were ideal for developing the attitudes and creativity necessary for his success as a writer.

Duncan’s interest in writing developed early, and he was publishing articles and short stories in newspapers and magazines while still in his teens. (An uncle who published the local newspaper gave Duncan a job and a taste for writing and journalism.) In 1922, Duncan entered Drake University with the intention of studying law, a goal he soon dropped in favor of a theatrical career. Inspired by his drama professor, he traveled through the Midwest with a Chautauqua theatrical group in the summers of 1924 and 1925. His first published novel, *O Chautauqua*, was drawn from this theatre experience. While at Drake, he was chosen as the editor of the college newspaper. Very successful as a student, Duncan was admitted to the English, journalism and drama honor societies, and was active in both debate and campus politics.

Not satisfied with the challenges that Drake had to offer, Duncan transferred to Harvard in his junior year. Health problems forced him to drop out but he returned to graduate in 1928 cum laude, with special recognition for his poetry. That year he also completed his first novel, which was rejected by all publishers. The promise of a teaching position caused Duncan to return to Drake to work on a master’s degree, which he earned in 1931. With the Depression, however, teaching opportunities evaporated. He spent the next ten years in Des Moines working at a variety of jobs, teaching night classes, and writing for the *Des Moines Register* and the *Des Moines Tribune*.

During his years in Des Moines, Duncan became involved in the Iowa literary revival of the 1920s and 1930s. His work with Des Moines newspapers brought him into contact, both professionally and socially, with such recognized writers as Ruth Suckow, Phil Stong, MacKinlay Kantor, and Richard Wilson, who inspired him. During the 1930s, Duncan was intensely busy writing and producing nonfiction articles, mysteries, and short stories for both pulp magazines, and more respectable publications such as *Redbook* and *Good Housekeeping*. Three of his novels— *O Chautauqua*, *We Pluck the Flower*, and *Ring Horse* — were accepted for publication but none achieved much success. The

three together sold fewer than 6,000 copies.

From 1942 to 1944, Duncan taught at Grinnell College where he also served as Director of Public Relations. In 1942, he married Actia Carolyn Young, a fellow writer and a former student of his, and he accepted a position at Grinnell College as a teacher and Director of Public Relations. Health problems led to his resignation and relocation to the more favorable climate of Colorado. The couple supported themselves with their writing and by performing magic shows at dude ranches and mountain resorts. Moving to Las Cruces, New Mexico, with his wife, Duncan began to write full time.

His second circus novel, *Gus the Great*, was published in 1947. It was a literary and financial success, and earned the title of a Book-of-the-Month Club selection. *Gus the Great* is the story of Augustus Burgoyne, newspaperman and partner in a three-ring circus. He is a flamboyant man with all the directness of a circus roustabout. The inspiration for the novel came in 1936 when, traveling around Iowa, Duncan came upon the abandoned winter quarters of a long dead circus. The idea of a circus story intrigued him, and for the next 10 years Duncan immersed himself in circus lore and culture. The book was an immediate hit; its publication and film rights earned Duncan over \$350,000. The Iowa Library Association recognized *Gus the Great* with its 1947 award for the most distinguished contribution to literature by an Iowa author.

Twelve years later, *Big River, Big Man*, a novel about the lumber industry in Wisconsin, was published. Although well received, it did not share the success of his previous novel. Duncan's later novels were *Virgo Descending* (1961), *The Labyrinth* (1967), and *The Sky and Tomorrow* (1974). It has been noted that *The Labyrinth* takes place in a town about the size of Casey, and focuses on the events in the lives of townspeople as a result of a disastrous train wreck there in the summer of 1897. The book features a main street, railroad tracks on the south edge of town, a school house, and a rivalry with a small town

seven miles west - all very familiar to Casey.

Duncan died in 1987 at the age of 82 of heart failure and was buried in an unmarked grave. His wife, Actea, died three years later.

Novels:

- *O Chautauqua* (1935)
- *Ring Horse* (1940)
- *Gus the Great* (1947)
- *Big River, Big Man* (1959)
- *Virgo Descending* (1961)
- *The Labyrinth* (1967)
- *The Sky and Tomorrow* (1974)

Dr. Nelle S. Noble

Dr. Noble practiced general medicine and obstetrics in Des Moines for over 44 years before retiring in 1949. She was the oldest member of the Polk County Medical Society at the time of her death on February 28, 1969 (at age 90).

Dr. Noble entered Drake University at age sixteen and received a Bachelor of Philosophy (1898), Bachelor of Laws (1900), Master of Arts (1901), and a Medical Degree in 1905. Noble was a member of county, state, national, and Pan-American Associations. She was in charge of physical exams for Drake co-eds for their physical education courses. Dr. Noble was the first woman intern at Iowa Methodist Hospital, and was in charge of the baby contests at both the Guthrie County and Adair County fairs for many years.

In 1952, Dr. Noble was chosen as the "Des Moines Woman of the Year" by the Des Moines Chamber of Commerce, and in 1960, she received the Elizabeth Blackwell Award of the American Medical Women's Association of which she was a past president. Dr. Noble aided more than fifty Drake students financially with "character loans." She was a worldwide traveler.

Mary K. Fagan, First Female Lawyer in Guthrie County

Fagan began her practice in Casey in 1930 in partnership with her father, A. M. Fagan. Probably the first woman in the State of Iowa to be elected as a County Attorney (1941). In 1943, she left to work in the U.S. Justice Department in Washington D.C. (Her law practice in Casey was taken over by Charles “Buck” Taylor.)

Eric Whetstone

Eric Whetstone was born and raised in Casey, the son of Max and Myrna Whetstone. Eric was a 1981 graduate of Adair-Casey and a professional designer. Eric published a science fiction novel called *Gridless* in 2020. Eric’s son, Zach Stone, is a country recording artist, who now lives in Nashville, Tennessee.

Kevin Cooney

Longtime KCCI News Channel 8 newscaster Kevin Cooney is a descendant of the Casey family. Mary Casey Harvey, the sister of James and John Casey, is Cooney’s great-great-grandmother. William Harvey, a founding pioneer of Adair County, is Kevin’s great-grandfather. Kevin comes from a family of journalists (his dad, sister and wife all had prestigious careers.)



4.1 | Anchor Community of Adair

A. Establishment of Adair

The town of Adair is in the Summit Township of Adair County. Formerly called “Summit Cut,” Adair is located on what was the highest point on the Chicago, Rock Island and Pacific Railroad when the latter was projected through the county. It was laid out on land belonging to George C. Tallman of Brooklyn, New York during the summer of 1872, and the name “Adair” was in honor of General John Adair, an officer in the War of 1812 and the eighth governor of Kentucky.

The plat of the town was filed for record in the office of the county recorder on August 20, 1872. The Tallman land, where the town was first laid out on Section 4, was not used to any extent for several years. The business portion of the town started on Section 3, which is now the business section. The Tallman plat was called West Adair and was composed principally of residences. Nothing was done toward

building the town, however, until the following summer when the railroad put in a station and Charles Stuart (1826-1885) constructed a lumber yard. Since that time the town has had a very comfortable growth. The census in 1873 showed a census of 18 people. In the next year, this had increased to 84, and in 1875 to 150. By 1915, it was fixed at 1,012.

Known for its smiling yellow water tower, the city sits on the highest point on the railroad line. White Pole Road lays in Summit Township, so most of our focus here is on Summit.

B. Early Pioneers

“The early settlers of this region were quick to learn that they had settled in a land where nature had been liberal with her blessings, a good forest supply, fertile land, inexhaustible water supply, all served to lend encouragement to settle with permanence in the land of seasons, where during the cold winter months the good earth could rest and replenish for another fruitful growing season. They were a mixture of many nations, characters, languages, conditions, and opinions.” - Eva Olsen

Azariah Sisson and his son, William A. Sisson, who came here in June of 1869 were undoubtedly the first settlers in Summit Township. They made a settlement on the north half of Section 16. William A. Sisson was a train dispatcher for the Chicago, Rock Island & Pacific Railroad at Atlantic for about two years. The next settler was Abner Sisson, a brother of Azariah. He came here from Bureau County, Illinois, in 1869, and located upon the southwest quarter of section 17. He later sold this place and bought the southwest quarter of Section 27. He devoted most of his life to farming and stock raising.

Next came John Chestnut, Sr. In 1870, he made a settlement on the south half of Section 16 and later moved to the southeast quarter of the same section. He was a native of Virginia.

Aurel Albee came to this vicinity in 1870. He came from Bureau County, Illinois, and bought 600 acres of land and located upon the south half of Section 9. Around 1877, he moved to California where he died in 1883.

E. M. Day settled here in 1870 and owned a small building on the farm of Azariah Sisson where he taught school in the summer of the same year.

In the autumn of 1870, Richard and William Lynam settled upon the northwest quarter of Section 20. They came to the county from Galvaston, Illinois, but only stayed for a short time.

M. Todd arrived in 1871 and located upon the southwest quarter of Section 19. He remained here for a year and a half.

Among the early settlers of 1870 and 1871 were Robert Grant, C. Enright, and several others. Grant was a native of Ireland and emigrated to America when he was thirteen years old. He lived in New York and Illinois prior to coming to Adair County. He arrived in the county in 1870 and lived here until 1875, when he went to Eureka Township and improved a quarter section.

In the spring of 1872, Andrew and David Kingery came to the southwest quarter of Section 16 from Lanark, Illinois.

The first dwelling house in the town was erected in the summer of 1873 by Levi Clay in West Adair. The following autumn, D. E. Bancroft and John Henry's son each built dwellings, and in the winter, H. P. Starr built. James Miller erected a small house opposite Starr's settlement in the same year.

Samuel Knisely came to the township in 1880; Leroy Curtis came in 1874; John Kauffman in 1869; Alvin Thayer in 1875; James M. Johnson in 1881; and Frank Hern in 1870.

C. Schools

In Summit Township, the first school was taught in 1870 by E. M. Day in a small building he owned on the farm of Azariah Sisson on Section 16. This school was in operation for three or four months. In the fall of the same year a schoolhouse was built on the northwest quarter of Section 17 where Mrs. L. Allard taught. This building was later moved from this location to the southeast quarter of Section 18. The first directors of this district were L. Albee, Azariah Sisson and Abner Sisson. The second schoolhouse in the township was built on the northeast quarter of Section 21 in 1874.

The first school taught in Adair was held in the upper story of the D W. Moss drugstore during the winter of 1873-74. The teacher who held it for three months was Mrs. H. P. Starr and she had about eighteen students. The first public school building was erected in 1875. Mrs. Starr continued on as the teacher, followed by L. M. Hawes and his daughter. The first officer in this district was John Chestnut, Sr. On March 26, 1895, the school was destroyed by fire and classes were held in the opera house. The new building was completed in 1896.

In 1915, Adair had one male and eight female teachers, an enrollment of 293 students, and a total average attendance of 245 pupils. There were two schoolhouses valued at \$34,000. In Summit Township, there was one male and eleven female teachers, 124 enrolled students, and 85 pupils on average in attendance. There were seven schoolhouses valued at \$3,700. In the Rural Independent District of Summit, there were twenty-two students enrolled, with an average attendance of fifteen and one school valued at \$1,200.

In 1957, Adair and Casey were designated as Adair-Casey Community School and in 1961, a new high school was completed between the two towns.

D. Churches

Most churches in Adair County were built in Greenfield and Fontanelle.

St. John's Catholic Church

Like the town of Adair, the Catholic church in Adair owes its origin to the building of the Rock Island railroad across the state. Immigrant Irish families were recruited to build the railroad and paid in part with land along the route, with many of these families establishing their permanent homes there. The Catholic Church at Adair was organized in the late 1870s, with the building of St. John's Catholic Church, a frame building south of town, in 1879. In 1895 a new church building was constructed in town, and in 1905 a parsonage adjoining. The membership in 1915 included about four hundred parishioners. The pastor at that time was Reverend Mullen.

First Presbyterian

The Presbyterians organized in 1875 in Adair at the home of Henry P. Starr and incorporated in 1877. They first worshipped in a room over Moss Baldwin drugstore, then at the first school building. The first church building was erected in 1885. This building was replaced in 1917-18.

Immanuel Lutheran

The Lutherans first organized in 1889 at a public schoolhouse. In 1892, a schoolhouse was built at 8th and Guthrie Street to serve as both a Christian day school and church. The schoolhouse was later remodeled into a church edifice. By 1926, a larger church building was needed and the congregation moved to a new brick building on Adair Street. Since 1890, the Congregation has owned and maintained a church cemetery north of Adair. The parochial school disbanded after 1900.

Adair United Methodist

The Adair County Mission was established in 1862 near Greenfield. The first known Methodist in Summit Township was John Chestnut, Sr. The first meetings were held at Pinkerton schoolhouse in 1871. Mr. and Mrs. Levi were the first Methodists to settle in the town of Adair.

In 1875, Adair became part of the Casey Circuit, which met in the Commercial Hotel dining room and maintained a co-op Presbyterian and Methodist Sunday School over the Moss Baldwin drugstore. The first Methodist church was built in 1881. The Epworth lecture room was added in 1892. In 1909, the church was moved three feet and raised for the addition of a full basement and choir alcove. Stained glass windows and a heating plant were also installed. In 1928, the old parsonage was moved to the country and a new parsonage was erected. The church's interior was remodeled in 1964.

Bethel Church

The first religious service conducted in Bethel School House (Bear Grove No. 8) was in 1875. At the time, Bethel was one of five churches of a circuit consisting of Bowman Chapel, Diamond Dell, Greeley Center, Wichita, and New Bethel. The present church building was built in 1913. It has had several renovations. In 1947, New Bethel joined with the Adair Methodist Church to become Adair United Methodist Church.

The current churches in Adair are Good Shepherd Lutheran (formed in 1975), Immanuel Lutheran Church, Adair United Methodist Church, First Presbyterian Church, and St. John's Catholic Church.

E. Newspapers

The Adair Reflector was a six-column folio established at Adair in the spring of 1874 by Charles Stuart. The first issue came off the presses May 28th of that year. This paper ran for several years and then was abandoned.



The Adair News was established in the spring of 1882, the initial issue making its appearance on March 17th. G. W. Wilkinson was the proprietor of the paper, and the office was located over Moran's store. Adair was not yet incorporated, still being a part of Summit Township.

In 1889 the *News* passed into the hands of J. B. Richardson. On July 5th of the same year the plant was sold to Charles C. Pugh, who later was associated with W. C. Pugh in the ownership of the paper. F. Kingsbury was the next owner and editor of the paper, and sold it to J. W. Kitch on August 11, 1892. On May 8, 1896, G. L. Gillies bought the paper and became editor and on January 1, 1897, A. P. McDowell bought the plant. On January 1, 1906, Roy A. Stacey purchased the *News* from McDowell and is in present charge.

A new building was completed May 1, 1915, and the paper is now located in probably the finest country newspaper office in the State of Iowa. The building is 70'x25', with ornamental front consisting of four columns. The press room is well equipped. The windows are of steel with ribbed wire glass. The cost of the structure was approximately \$4,000.

F. Banks

The Bank of Adair, a private establishment, was organized in July 1882, by G. H. Whitmore. Whitmore was a native of Ashtabula County, Ohio. A. C. Savage also had a private bank about the same time called the Farmers Bank.

The Exchange Bank, a private institution, was started about the year 1879. The bank was housed in a frame building and was run in conjunction with a general store where the Kelsey & Wagner general store was located. The store was sold in 1888 and in 1891 a brick building was constructed. Ferdinand Furst was the president. The responsibilities of the company were fixed at about the sum of \$150,000.

The First National Bank was started in 1903 as the Savings Bank. W. R. Turner was the president. The building was purchased of G. H. Whitmore, who had operated a private bank as mentioned above. The bank's building was later occupied by Lynch & Byers' law office.

On November 16, 1905, new interests took hold of the Savings Bank and ran it as such for a couple of years. In 1907, it was changed to First National Bank. The first capital stock was \$12,000; this was raised to \$25,000, and on June 20, 1913, was again raised to \$35,000. The new building was occupied by the bank on August 1, 1914. There were sixteen stockholders at the time.

G. Post Office

The post office at Adair was established in the spring of 1874 and John E. Moran received the commission as the first postmaster. He held this position until October 21, 1881, when he resigned and Harvey Smith was appointed to his place.

H. Railroad

The Rock Island Railroad was built through Adair in 1868-1869. Its section house was the first building in Adair. There was a growing civic desire for improvement which started in 1911 when the city water

and electric plant was established. This was just the beginning of further improvements such as paving, sewerage, and better curbing and walkways. Being located on the main line of the Rock Island Railroad had a great deal to do with the success of the town as a shipping center. Quantities of grain and stock were brought in to be shipped to eastern markets. The White Way, a marked and improved highway from Chicago to Denver, passed through this town and was largely promoted by one of the enterprising citizens of Adair, Roy A. Stacey, editor of the News.

I. Historical Buildings and Businesses

The first store in town was established by Moody & Moran of Casey in the early fall of 1873, in one of the first buildings in the village. In 1874, the interest of S. B. Moody was purchased by James A. Parker and the firm name changed to that of Moran & Parker. This continued until 1879 when Moran bought out his partner and ran the business alone until 1882, when M. L. McManus became a partner.

The next dealer in the line of general merchandise was V. M. Lahman. In 1874, Frank Arnold erected a building which was immediately rented by Mr. Lahman, who created a general store. After remaining here for about a year, he moved to Wiotia. In 1875, just after his removal, Wilson & Patton rented the same building and put in a stock of the same line and continued until 1876, when Wilson purchased the interest of his partner and took in John Hunter. These men ran the establishment until 1878, when it was bought out by F. Furst.

Other early businesses include:

- On January 1, 1879, George Faga & Company opened a general store.
- The pioneer dealer in agricultural machinery was J. A. Ramsdell, who started his business in 1874.
- John Jackson began his career as an agricultural implement dealer in Adair in 1881, in a building which he erected for the purpose.

- D.W. Moss constructed a building which he ran as a drug store until 1881 when he traded it to F. L. Gordinier for a quarter section of land and moved away. The new proprietor continued in the business until he sold out to Dr. M. F. Stults.
- In June 1877, Moss & Baldwin opened another drug store, which they later sold to Locker & Porter who operated it until 1880, then disposed it to Fayette Parsons.
- Charles Stuart shipped lumber to town in the fall of 1872 and started a yard which was placed in the control of H. P. Starr. F. D. Arnold entered the grain and lumber business in Adair in 1873 in company with Capt. Charles Stuart. Frank McFarland also got into the business that same year. W. R. Turner began his lumber business in 1876.
- The pioneer jewelry store was established in 1882 by G.W. Henkle, who occupied a building on the south side of Main Street. Afterwards he moved to another building a little west of this and took Warren Swart in as a partner.
- The pioneer milliners of Adair were Misses Donahey and Moss, who opened an establishment in 1876 in the drug store of Dr. Parsons, but closed out after running one season.
- The first shoemaker of Adair was J. H. Henryson, who came to the village in 1874 and worked at his trade in his dwelling house. He afterwards constructed a small building where he continued in business until 1878, becoming a salesman in the store of F. Furst.
- A harness shop was opened by Charles Camper in 1879 in a building which he erected for the purpose.
- The first blacksmith shop in the village was run by J.A. Beebe, who came to Adair in June 1874 and built on Main Street.
- The pioneer physician was F. D. Longher, who settled in Adair in 1875.
- In the spring of 1875, Heacock & Delaney erected a mill in the vicinity of the town. They operated this for a time and then were

succeeded by the Delaney brothers. In 1879, the mill was purchased by Frank L. Gordenier and W. R. Turner. In 1881, Gordenier bought out Turner and later partnered with his brother. In September 1883, Charles Stuart commenced the erection of an elevator at the mill.

J. Notable Residents

George Lynch

H. George Lynch was the editor and proprietor of the *Greenfield Transcript*, the leading Republican paper of Adair County. Mr. Lynch was a native of Franklin County, Ohio. He was born June 9, 1857. Lynch graduated from high school in 1874 and the same year entered Otterbein University where he continued his studies for two years. He took up the study of medicine at the age of eighteen and in 1876, he entered the Columbus Medical College, graduating in 1878. Lynch was the youngest of his class.

Dr. Lynch located in Columbus where he practiced for two years, and in 1880 he came to Iowa, settling in Prescott, Adams County, where he successfully engaged in the practice of medicine for five years. In 1886 he came to Adair County, taking up residence at Arbor Hill where he remained for a decade in active practice, becoming one of the well known physicians of the county. In 1896 he was elected on the Republican ticket to the Office of Clerk of the District Court and made such a creditable record that he was reelected twice, each time with a largely increased majority. In January 1903, following the expiration of his third term in office, he returned to Columbus and pursued a post-graduate degree in medicine at the Ohio Medical University, after which he established a practice in Greenfield. In 1906 he joined R. B. Oldham in the purchase of the printing plant of the *Greenfield Transcript*, and Dr. Lynch assumed the editorship of the paper.

Dr. Lynch was married on September 10, 1878, to Anna M. Stall, of Columbus, Ohio, and had two sons - J. LeRoy, a farmer of Clark County, Iowa, and Eldon, a fireman employed by the Chicago, Burlington

& Quincy Railroad Company. Anna died on February 5, 1887, and on November 21, 1888, Dr. Lynch married Rhue Busby of Spaulding, Iowa. Lynch had two more sons - Donal, an advertising and job manager of the *Transcript*, and Edgar.

Benjamin “Ben” Christian Zimmerman

One of the hostages taken aboard TWA 847 on June 14, 1985, Ben later wrote a book, *Hostage in a Hostage World: Hope Aboard Hijacked TWA 847*, reflecting on the experience. Ben was the flight engineer of that fated flight. The Zimmermans moved to Adair in 1955 when Ben's father accepted a position at Immanuel Lutheran Church. Ben graduated high school in 1958, then joined the Air Force and flew jets before joining TWA. He later became a pastor, and lived with his wife and kids in Idaho.

Adair Viaduct

Listed on the National Register of Historic Places, this arched concrete bridge ceremoniously opened to traffic in 1924 and now welcomes visitors to the western entrance to White Pole Road. It was designed by the Federal Bridge Company and built in 1923. The Iowa State Highway Commission designed it in the open-spandrel arch style. Made of concrete, the bridge is 24 feet wide and spans 192 feet. The Adair Viaduct is a rare example of aesthetic detail for its time with its embellished guardrails and flanking towers. The Viaduct was placed on the National Register of Historic Places on June 25, 1998, and there are only a few of these bridges left in the state.

Original cement pillars from the early 1920s mark the entrance to the City Park, just to the north of the viaduct. The site first served as an auto camp or tourist park for motorists, and is named for Melvin Magarell, Adair's first casualty in World War I.

The viaduct was renovated and updated in 2019.

Jesse James Historical Marker

A large steam engine wheel marks the spot just west of town where

the infamous Jesse James Gang is believed to have pulled off the world's first robbery of a moving train on July 21, 1873. The gang learned that \$75,000 dollars in gold was to be transported through the area but were soon disappointed to discover the gold shipment was not onboard and they only got away with about \$3,000.

As the *Adair News* reported:

Jesse James and his notorious gang of outlaws staged the world's first robbery on a moving train the evening of July 21, 1873, a mile and a half west of Adair. Early in July, the gang had learned that \$75,000 in gold from the Cheyenne region was to come through Adair on the recently built main line of the Chicago, Rock Island & Pacific Railroad. Jesse sent his brother, Frank James, and Cole Younger to Omaha to learn when the gold shipment was to reach there. Jesse, Jim and Tom Younger, Clell Miller, and Bill Chadwell remained camped in the hills in the Adair area.

Finally Frank and Cole got their tip that the gold shipment was on its way east and they brought the report to Jesse, who had made plans for the train robbery. The afternoon of the robbery the bandits called at the section house and obtained some pies and other food from Mrs. Robert Grant, wife of the section foreman. In the meantime, the bandits broke into a handcar house, stole a spike-bar and hammer with which they pried off a fish-plate connecting two rails, and pulled out the spikes. This was on a curve of the railroad track west of Adair, near the Turkey Creek Bridge. A rope was tied on the west end of the disconnected north rail. The rope was passed under the south rail and led to a hole they had cut in the bank in which to hide. When the train came along, the rail was jerked out of place and the engine plunged into the ditch and toppled over on its side. Engineer John Rafferty of Des Moines was killed, fireman Dennis Foley died of his injuries, and several passengers were injured.

Two members of the gang, believed to have been Jesse and Frank

James, climbed into the express car and forced John Burgess, the guard, to open the safe. In it, they found only \$2,000 in currency — the gold shipment had been delayed. They collected only about \$3,000, including the currency and loot taken from the passengers, in the world's first robbery of a moving train.



The following is an excerpt from *History of Adair County*:

A TRAIN ROBBERY

“On July 21, 1873, at a point two miles west of Adair, occurred a train robbery on the Chicago, Rock Island & Pacific Railroad. Some men, supposed at the time to have been members of the noted James brothers’ gang, had been loafing around in the neighborhood, spending their time doing odd jobs for farmers or anything to make their presence appear an innocent one. On the day of the robbery they procured a rope and going to the point of the robbery they loosened

the spikes in the ties and attached the rope to the rail without moving it. The rope they carried up a high bank, behind which they waited. About 8 o’clock the express came dashing along and just before the engine came to the loosened rail the latter was pulled away, and the train came to an abrupt stop with its nose buried in the bank. The tender was thrown upon the cab of the engine and the engineer, John Rafferty, was killed outright. The outlaws then descended from the bank and rifled the express car of money, jewelry and other valuables, making a haul of about \$3,000, with which they successfully escaped. The conductor was slightly wounded by a bullet, but none of the passengers was hurt in any way. Levi Clay carried the message to Casey and was instrumental in starting a pursuit of the robbers. It was found upon investigation that the tool house of the railroad company had been broken open and the tools taken therefrom with which to loosen the spikes. The pursuit of the bandits was unsuccessful, as they reached the Missouri in safety. George Sisson, son of Azariah, in company with H. H. Blakesley, followed them into the latter state. The indications pointed to the fact that the men were members of the James gang.”

From Ernest A. Smith’s book *Middle River Homestead*:

This portion tells of the first train robbery in history that occurred July 21, 1873 just West of Adair, Iowa. The James brothers and gang could have chosen no better location for the nefarious purpose, than the town of Adair where there were only 18 people and where the trains were forced by the steep grade to run quite slowly.

The James boys and their followers were suspected from the beginning. However, it was not until the death of Jesse James and the subsequent capture of most of the members of the gang that the whole truth became known. The true story was learned years later from Frank James, who surrendered after the death of his brother and after serving one year in prison was released. Frank died on his farm near Excelsior Springs, Missouri on February 18, 1915.

There was no depot at Adair in July of 1873. However there was a

section house where Robert Grant and his wife lived and kept house for some of the railroad crew. A few days before the robbery, a man knocked on the door of the section house. Mrs. Grant opened the door, and saw a group of horsemen in front of the house. The man who knocked was courteous and very pleasant according to Mrs. Grant. He asked for supper for himself and his men and for feed for the horses. When asked how many there were, the man replied that there were eight in the group. That evening while eating supper the men visited with Mr. Grant, asking about land in the vicinity of Adair. They claimed to be surveyors and were particularly interested in land adjoining the Railroad right of way. They also asked for the names of the land owners.

After the meal the men rode away and were not seen until the next day when they appeared, this time at one of the Sisson farms which were located a couple of miles south of town. Here they told the same story, asking again for supper and privilege of sleeping in the hay loft of the barn. They stayed at this place for several days. Each day they rode away supposedly looking at land. In the evening they would return and stay the night. They continued to visit with Mr. Sisson, talking about land in Iowa and Missouri. The fact that they knew so much about Missouri was a clue, later, to their identity. They were all very agreeable and pleasant. To disarm suspicion they also worked for a few days in the harvest fields near Adair.

The name of Jesse James was well known at this time. He and brother, Frank, had been involved in a large number of bold, day-light, bank robberies, stagecoach and daring hold-ups. They had robbed banks in Missouri, Kentucky and Iowa and were especially troublesome during the closing years of the Civil War. Making many raids into Union territory. However no one had made any serious attempts to apprehend them. They always escaped on their fast horses.

It was rumored that a large shipment of gold was to be sent over the Rock Island Railroad sometime in the latter half of July of 1873. The gold was to be sent east and the James boys had figured that somewhere along the steep grade west of Adair, Iowa would be the ideal

place to derail the train as it would be slowed down considerably at this location. The group of eight was actually ten. Cole Younger and Frank James were in Omaha, Nebraska attempting to determine the actual time and train that the gold was to be shipped eastward on. The day of the robbery, July 21st, these two men joined the group. The robbers chose a curve in the tracks a mile or 2 west of town. Here they unspiked a rail from the track but left it in place. They then tied a long rope to the rail (rope was purchased at T. J. Burns General Store in Casey, Iowa). Two men held the rope and the rest hid in nearby bushes awaiting the train's arrival.

John Rafferty, an Irish engineer on the Rock Island Railroad was at the throttle when the evening express reached the curve about 8:30 P.M. Seeing the rail move he tried to stop the train. However there was no time nor space in which to stop the train. The engine jumped the track and was stopped by the high bank. The coaches were not damaged greatly but the tender was thrown upon the cab thus crushing and killing engineer Rafferty. The bandits, with handkerchiefs over their faces and guns in their hands, came out of hiding and went to the express car, ordering John Burgess to open the safe. To their disappointment it contained less than \$2,000 in money and valuables instead of the \$75,000 in gold they expected. They commenced to rob the passengers of their money and jewelry and then mounted up and rode away at a gallop to the south. Smith, the conductor was wounded slightly and Rafferty was killed but no one else was hurt. Some reports said that H. F. Royce one of the railroad superintendents was on the train and he ran to Adair and gave the alarm. There was no telegraph station in Adair so Levi Clay who had arrived in Adair in March of 1873, carried the message to Casey where it was relayed over telegraph wires to begin the pursuit of the robbers. George Sisson, son of Azariah Sisson (where the bandits stayed in the barn), and H. H. Blakesley followed the men on horseback as far as Missouri. The trail divided in Jackson and Clay Co. Missouri and was lost from there.

The day after the robbery, five men on horseback stopped at a farm

in Ringgold County, Iowa for dinner. The leader of the group was light haired, blue eyes and sandy whiskers and appeared to be well educated. He told many stories and was full of fun. The farmer's description fit Jesse James perfectly.

The next day after the robbery in Adair, when the track was replaced and debris removed, the train carrying the gold passed through town unmolested. Quite some time after the robbery, mail bags rifled of their contents were found in the timber near Avondale Church in Washington Twp. 20 miles due south of the robbery. The Avondale timber is beside the old Mormon trail of 1846 which comes from Missouri and crossed thru Adair County. Darwin Schenck, a civil war veteran, living near Avondale Church found the mail bags and taking what mail remained back to Adair. After the robbery the stories began. Patrick Rhody an early Jefferson Twp. pioneer was at T. J. Burns store when Jesse's gang came and purchased rope. Later that same day he held the reins of the horse belonging to a man (later surmised to be Jesse James), as it was being shod by Casey pioneer blacksmith Nick Eckardt.

Famous Guests Visit Sisson Farm

Harold Brownlee reported that "The gang rode up to my great-grandmother's farm that is east and a little south of the robbery site and asked for a place to stay. Her father, Abner Sisson, told them that they could use his barn since there wasn't room in the house. Back in those days, people were hospitable and visitors would break up the monotony of lonely rural life. The family fed them supper and the visitors stayed up really late that night...probably thinking through their robbery plans. They awoke early, had breakfast and rode out before dawn. The family thought the gang was really polite but later they figured out who their famous guests actually were."

Jesse James reportedly told the Abner Sisson family in 1873, "If you ever get down to Missouri, be sure to look us up."



Adair's Evolution of Flags

Adair's "Evolution of Flags" on Audubon Street came out of the Adair Vision 2010 committee planning and was partially funded by an American Spirit Award grant. The balance was raised by contributions of local people and former residents. During its dedication in 2002, the Adair Community Choir sang "America the Beautiful" and "God Bless America." The Veterans of Foreign Wars Post 8877 of Adair Firing Squad and Color Guard were on hand to give a salute to the flags, and Taps was played by Dustin Mueller, with the echo played by Livia Fisher. A plaque has been installed on the front of the Adair City Hall in memory of those heroes of 9/11.

Smiling Water Tower

Completed in January 1979, the Adair water tower holds 250,000 gallons of water. The main topic at the June 11, 1979, Adair City Council meeting was the new water tower. What color should it be painted? What should the design be? One member suggested a strawberry on the top, and even had a brochure that showed one from Strawberry Point, Iowa. But Les had another idea that had become popular that year - the smiley face. Councilwoman Odella Roof says, "As soon as Les mentioned that idea, I was all for it! It would draw attention to our town and be something different." The idea passed on a motion and the Adair water tower still smiles today.

SECTION 5: NATURAL RESOURCES

**NORTHWEST
IOWA PLAINS**

**PZ
PLATEAU**

**DRIFT
SURFACE**

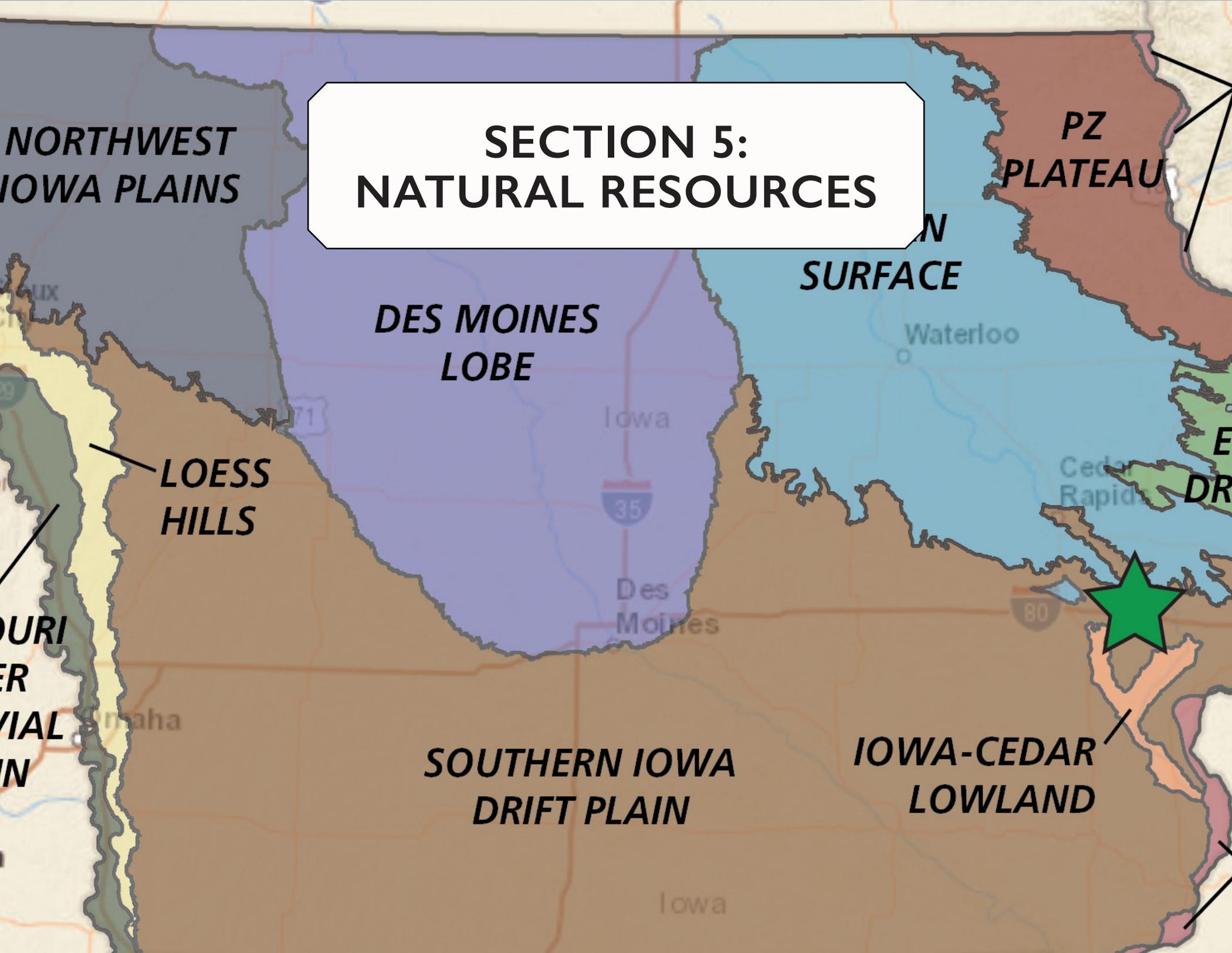
**DES MOINES
LOBE**

**LOESS
HILLS**

**MURKIN
DRIFT
PLAIN**

**SOUTHERN IOWA
DRIFT PLAIN**

**IOWA-CEDAR
LOWLAND**



NATURAL RESOURCES

According to Scenic America, natural quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances. To meet the criteria for natural quality, the byway corridor must contain natural features that are representative, unique, irreplaceable, or distinctly characteristic of the area. Second, the resources that contribute to the byway's natural quality must be visible from the roadway. Third, the natural features that are visible from the byway should be relatively undisturbed by human activity.

The intrinsic natural features of the White Pole Road Corridor include four rivers with numerous creeks and streams, nine wildlife areas, and its well-drained soil which makes it ideal for agricultural use.

In the town of Adair, WPR marks the ridge of the great watershed divide between the Mississippi and Missouri Rivers in Iowa. The town was originally called "Summit Cut" because of this geological feature.

5.1 Geology

The Post-tertiary Drift is spread generally over Dallas County, and is of variable thickness, estimated at ten to fifteen feet. The drift is made up of blue clays, representing the original glacial deposits and gravel beds, besides boulders, pebbles and "sand pockets" with occasional fragments of coniferous wood distributed through its mass. In excavating for water, these "old forest beds" are frequently encountered, and in some cases the trunks of large trees have been discovered in a perfect state of preservation. The loose materials form a considerable, though unevenly distributed, portion of the drift, and one that is co-extensive with the unmodified deposits in the uplands. In the

valleys, these deposits have been further modified by the currents confined in definite channels and producing the varied phenomena displayed in the terrace formations bordering the larger water courses.

Dallas County is within the boundary of the middle and lower coal-measures of Iowa. Dallas County is partially situated on the east slope of the "Great Watershed," or dividing ridge between the waters of the Mississippi and Missouri rivers. The elevation above the sea at Dexter, as given by the chief engineers of the two railroads passing through it, is 1128 feet.

The general surface of Dallas County is that of a beautiful, undulating Iowa prairie. The larger portion is sufficiently level to afford the best of farming land, and at the same time is rolling enough for good drainage. In some places the prairie lands are also quite elevated, especially on the divides between the different rivers and streams, but these are never broken or rough enough to interfere in the least with agriculture.

With the exception of a portion of the southwest corner, the general surface of the county inclines gently from the northwest to the southeast, forming part of the east side of the "Great Watershed," and is crossed in that direction by numerous streams at convenient intervals, which are bordered by belts of valuable timber lands, thus affording an abundance of wood and water. The inclination toward the southeast is sufficient to give these streams considerable fall, producing rapid currents, which have caused the larger ones to erode their beds in many places to a depth of from one hundred to two hundred feet below the general level of the uplands, and have produced flat sandy valleys of considerable width, bordered by declivities in many abrupt places. The northern portion is sufficiently rolling to be well drained, and offers some of the best farming land.

The county is well drained and admirably supplied with good water, so situated as to be easily accessible in the various localities, and its natural drainage system could scarcely be more complete. It has four

rivers - The Des Moines, the North, Middle and South Raccoon rivers - besides numerous other minor streams of considerable importance flowing at convenient distances to accommodate the entire county. In fact, every township in the entire county has at least one river or large creek flowing through it. Eleven of the townships have rivers, and many of them have several important streams passing through them, so that there are comparatively few sections of land in the county without running water in abundance for agricultural purposes.

Wildlife Management Areas:

There are nine Wildlife Management Areas (WMAs) in Guthrie County that feature over 6,000 acres of native prairie, timber, marsh, river access, and a lake. Western Dallas County features over 2,700 acres of timber, open field and river access. Adair County has nearly 700 acres of timber, upland and a lake.

5.2 Land Use and Climate

Iowa ranks #1 in the United States with the highest percentage (74.7%) of its area used as cropland. (8.1% is categorized as grassland pasture and 8.3% as forest use).

The following information is from the 2017 Census of Agriculture:

Adair County Land Use:

- There were 738 farms (a total of 323,549 acres) in Adair County in 2017, an increase of 2% over 2012
- Average land per farm was 454 acres, an increase of 3%
- Total Market Value of Products Sold in the county was \$188,005,000
- This accounted for 1% of Iowa's agriculture sales
- Adair County is ranked 70th in the state for total agriculture sales
- Crop sales made up \$123,490,000 (55%), while livestock, poultry, and products sales totaled \$64,678,000 (45%)
- The average MVPS per farm was \$254,750

- Adair County ranked 8th in the state for the sale of Other Crops and Hay
- Adair County ranked 20th in the state for the sale of Poultry & Eggs

Dallas County Land Use:

- There were 924 farms (a total of 293,435 acres) in Dallas County in 2017, a decrease of 8% since 2012
- Average land per farm was 318 acres, an increase of 4%
- Total Market Value of Products Sold in the county was \$237,641,000
- This accounted for 1% of Iowa's agriculture sales
- Dallas County is ranked 52nd in the state for total agriculture sales
- Crop sales made up \$143,768,000 (60%), while livestock sales totaled \$93,873,000 (40%)
- The average MVPS per farm was \$257,188
- Dallas County ranked 3rd in the state for the sale of Other Animals and Animal Products
- Dallas County ranked 7th in the state for the sale of vegetables, melons, potatoes, sweet potatoes
- Dallas County ranked 7th in the state for the sale of horses, ponies, mules, burros, and donkeys
- Dallas County ranked 8th in the state for the sale of nursery, greenhouse, floriculture, and sod

Guthrie County Land Use:

- There were 802 farms (a total of 332,211 acres) in Guthrie County in 2017, a decrease of 3% since 2012
- Average land per farm was 414 acres, an increase of 5%

- Total Market Value of Products Sold in the county was \$227,093,000, a decrease of 12% since 2012
- Crop sales made up \$123,915,000 (55%), while livestock sales totaled \$103,178,000 (45%)
- The average MVPS per farm was \$283,158, down 9% since 2012
- Guthrie County ranked 56th in the state overall for agriculture sales
- Guthrie County ranked 15th in the state for Poultry and Egg sales
- Guthrie County ranked 18th in the state for Other Crops and Hay sales

80% of the land in Guthrie County farms was cropland, 9.1% was pastureland, and 10.8% was for other uses.

The top crops were corn (for grain), soybeans, forage-land used for all hay and haylage, corn for silage, and oats for grains. The top livestock inventory items were layers (chickens), hogs and pigs, cattle and calves, sheep and lambs, and broiler chickens.

5.3 Significant Natural Resources

Landform Regions and Soil Types

Iowa has seven major landform regions that make up today's landscape. The WPR Corridor includes two of these landforms – The Des Moines Lobe, which encompasses most of Dallas County and the northeast corner of Guthrie County, and The Southern Iowa Drift Plain, which encompasses the southeast and western part of Guthrie County and all of Adair County.

Des Moines Lobe

The last glacier to enter Iowa advanced in a series of surges beginning 15,000 years ago and reached its southern limit, the site of modern

day Des Moines, 14,900 years ago. By 12,000 years ago, the ice sheet had dissipated, leaving behind a poorly drained landscape of pebbly deposits from the stagnant decaying ice, sand and gravel from swiftly flowing melt-water streams, as well as clay and peat from glacial lakes. Today, broadly curved bands of ridges and knobby hills set among irregular ponds and wetlands punctuate the otherwise-subtle terrain of this recently glaciated landscape. The movement of the continental glaciers was one of the most significant geologic processes to affect Iowa's landscape. Most of the deposits underlying today's land surface are composed of materials known as "drift" that was moved here by glaciers. The Des Moines Lobe lacks a cover of windblown silt resulting in an exceptionally clear picture of the land surface nearly as the ice left it. This landform region covers most of Dallas County and the northeast corner of Guthrie county in the White Pole Road Byway corridor.

Southern Iowa Drift Plain

The Southern Iowa Drift Plain region is dominated by glacial deposits left by ice sheets that extended south into Missouri over 500,000 years ago. The deposits were carved by deepening episodes of stream erosion so that only a horizon line of hill summits marks the once-continuous glacial plain. Numerous rills, creeks and rivers branch out across the landscape shaping the old glacial deposits into steeply rolling hills and valleys. A mantle of loess drapes the upper hill slopes. The terrain is well suited for water impoundments. With most of the land surface sloping toward a drainage-way, the terrain of this region develops a sense of enclosure while traveling among its hills. The drift plain view extends to the next hill-rise or bend in the road unless you are traveling along a ridgetop and get a glimpse of the gently rolling landscape beyond. This landform covers southern, western and southeastern Guthrie County and all of Adair County.

"The soils of Guthrie county are its great source of wealth. They include all the main types which occur in drift covered regions. In the northeast is the drift soil itself, along the rivers are the rich alluvial bottom lands, and over the divides of the central and southwestern portion of the county is a top dressing of loess on the loose and

weathered Kansan drift...In this county, as in other portions of the state, it has been found that fruit does better on the loess than the drift soils, while, when the latter is suitably drained, wheat and even corn usually give a larger yield upon the drift. There are, of course, exceptions and other factors must be taken into account, but that these different formations have different soil values is abundantly proven.”
(*Geography of Guthrie County*, H. F. Bain)

Topography

Guthrie County has two topographically different areas. The area north and east of the Middle Raccoon River, covering about a fourth of the county, has the undulating, nearly level to gently rolling topography typical of the Wisconsin drift area. It has few natural drainage-ways and many enclosed depressions. The rest of the county has a more rugged relieve and a dense drainage pattern. The large streams have well-developed tributaries fed by numerous smaller streams. Slopes range from gently sloping near the smaller tributaries to very steep near the large valleys. The bottom lands and benches along the North and South Raccoon Rivers and Brushy Creek are nearly level. An area two to three miles wide in Stuart and Beaver townships is nearly level to gently rolling upland divide.

The contrast between the topography and the drainage of the two portions of Guthrie County is manifestly largely a contrast of age. Both have the same underlying rocks and structure, both are covered by drift, and both have about the same elevation. One is, however, covered by a later drift sheet than the other, and the differences in drainage and topography are but the expression of this fact. The more complete drainage of the southwest is a result of the greater lapse of time since the retreat of the ice.

Watersheds

The streams of Guthrie County belong to two separate systems. In the southwestern portion of the area are a few minor waterways which drain into certain tributaries of the Missouri; the major portion of the county is drained by various branches of the Raccoon River,

which itself empties into the Des Moines, through which the waters find their way into the Mississippi. The watershed between the tributaries of the two great master streams of the continental interior traverses the country. At Adair, near the southwestern corner of the county, the water-shed is crossed by the Chicago, Rock Island & Pacific railway at an elevation of about 1,400 feet.

Rivers

The county as a whole is traversed from northwest to southeast by both South and Middle Raccoon Rivers. These two streams nearly parallel each other the entire distance and are from three to seven miles apart. South Raccoon River receives a number of branches from the southwest, including Seeley, Bear, Beaver, and Deer creeks, Long Branch, and several minor streams. These tributary streams are of the short, branching type. They divide and sub-divide until the whole area is cut up by a complex network of minor streams that mark a well-developed drainage system.

Between the headwaters of the tributaries of South Raccoon and the Missouri-Mississippi watershed is a narrow strip of country traversed by Middle River and its branches and touched by North River. Middle River is a very minor stream here but in a general way parallels, and may be classed with, the Raccoon River.

Des Moines River

The Des Moines River flows for a distance of about five miles through the northeastern corner of the county, intersecting the north line of Des Moines Township a little east of center, and flowing out through the east line of the township a short distance south of center, cutting off a three-cornered piece containing about six sections of land or 3,840 acres. The average width of its channel within county bounds is about thirty rods, and its average depth is from three to four feet during low water. There are numerous shallows in the channel which prevent the navigation of crafts of any size. It has a considerable de-

cline to the southeast, with an average slope per mile of two feet four inches, by railroad level, through this section from Fort Dodge to Ottumwa, which makes its current rather swift. Its banks are composed of alluvial deposits. The channel flows through the lower coal-measure strata, and the bluffy banks in Section 14 afforded three good coal mines that yielded a very good quality of coal. The only tributaries from the county are the Raccoon River and Beaver Creek, both of which empty into the Des Moines after passing the eastern boundary of Dallas and entering Polk County.

Raccoon River

The Raccoon River derived its name from the fact that so many of these animals were found along its borders. The body of this stream, from its forks in Van Meter township in Section 21, Township 78, Range 27, flows in an easterly direction and extends a short distance before passing the east line of the county, about one mile and a half from the southeast corner, emptying into the Des Moines River in Polk County. The length of its channel, within the boundaries of Dallas County, is about ten miles, flowing through the southern part of Boone Township and the southern part of the east half of Van Meter, supplying all of that section with fine water and mill privileges, as well as with an abundance of good timber from the broad belt of heavy woodlands along its banks. During rainy seasons it often swells to an immense size in order to carry off the drainage from a large scope of country lying northwest of it, through which its branches and their tributaries extend. This immense flood of drainage causes it to overflow its banks and flood the bottom lands along it to a great width. Its banks of alluvial deposits and bottom lands were either covered with a heavy growth of timber or afforded the most productive farming lands.

North Raccoon

This river, when considered as the main branch, serves as the most important stream in the county. It has its source north above Storm

Lake in Buena Vista County, flowing in an easterly course for miles as far down as Sac County where it gradually becomes skirted until it reaches the northwest corner of Dallas, and runs diagonally through the entire extent of the county, passing out at the southeast corner. In its meandering course, the North Raccoon flows through approximately fifty sections of land in Dallas County. Its bed is composed mainly of sand and coarse gravel resting upon an almost impenetrable hard-pan of blue clay, which renders it free from dangerous and offensive mire holes and easily bridged or forded. From Jefferson to its forks, it has an average slope of four feet per mile, which causes its current to run very swiftly. Its banks in most places are high and are chiefly composed of alluvial deposits, while along nearly its entire length through the county this stream was skirted with a belt of heavy timber. Its valley, through this region, was excavated out of the heavy surface deposits and middle coal-measure through which its channel flowed. These bottom basins along the river afforded some of the most productive lands and valuable farms in the county.

South Raccoon

This stream rises to the northwest near the west line of Guthrie County and enters Dallas County about four miles from the southwest corner, then flows through the south part in an easterly direction until it unites with the north fork and main branch in Van Meter Township. The river has a gravelly solid bed, and its banks are composed of alluvial deposits. Its channel is not as wide or deep as that of the North Raccoon, but its fall is even greater and its current much swifter. During each year its channel carries off an immense quantity of drainage from its surrounding country. This, with the constant wearing of its rapid current, has caused it to erode its bed in many places to an unusual depth, forming a broad, fertile valley that extends out in large basin bottoms. The tributaries to the South Raccoon are the Middle Raccoon River, with Panther, Bear, Bulger, and Cottonwood Creeks being the principal ones within county limits.

Middle Raccoon

This river has its source in Carroll County and enters the west side of Dallas County, a little less than a mile north of the southwest

corner of Linn Township, flowing in a winding course southeast until it empties as the chief tributary into the South Raccoon in Union Township. It flows only for a short distance within the boundaries of this county. Its current is very rapid, its bed sandy, and its channel narrow. It is bordered with a belt of good timber and is quite bluffy in many places along its banks.

“The Middle Raccoon is a really surprising river to find in this part of central Iowa,” says Nate Hoogeveen, Department of Natural Resources Water Trails Coordinator. “The boulders dotting the channel, the riffles and small rapids, and the deep woods lining its banks really transport to a place that seems way more than 40 minutes from Des Moines.”

Lakes

Beaver Lake

A 34-acre lake managed by Iowa DNR and Saylorville Wildlife Unit, Beaver Lake offers fishing, including Bluegill, Channel Catfish, and Largemouth Bass, and has a fishing jetty and boat access. The lake is stocked with channel catfish every couple of years. Maximum Depth: 38.8 feet.

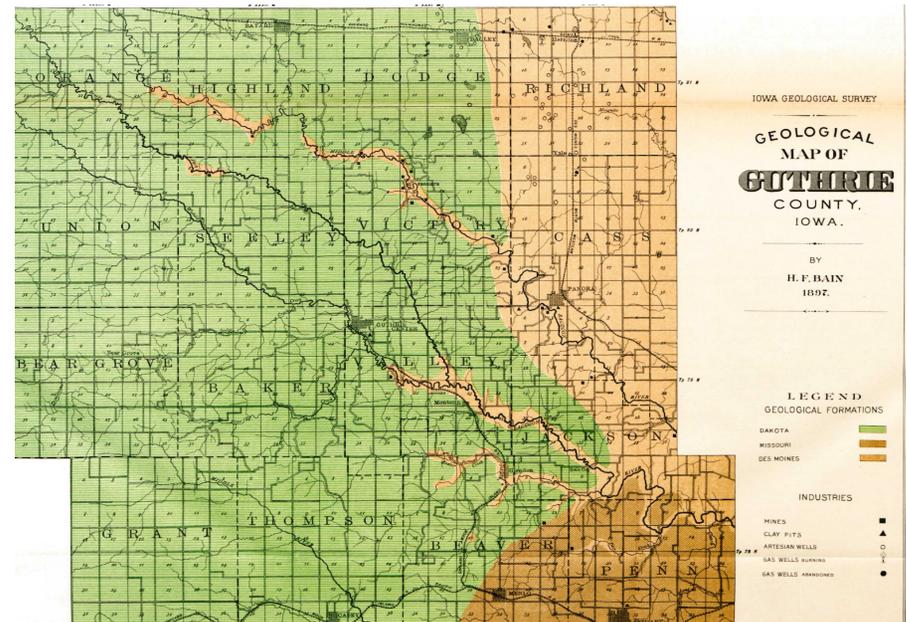
EPA Assessment - Category 4 - Water is impaired or threatened and a TMOL has been completed or is not needed. Last updated on 1/30/2019. Algal growth - Chlorophyll a. Class A1 - Recreation Primary Contact - Not Supported. Class BLW - Aquatic Life - Partially Supported. Class HH - Human Health - Fully Supported. General Use - Not Assessed.

Creeks/Streams

Guthrie County is well supplied with water. The numerous streams of the central and southwestern portion of the county and the miniature lakes of the northeastern portion afford an abundant supply of surface water.

- Plunger Creek (South of Stuart)

- Beaver Creek (Northeast of Menlo)
- Long Branch (North of Stuart)
- Jim Creek (South of Dexter)
- Bear Creek (East of Dexter)
- Deer Creek (North of Stuart)
- Turkey Creek - (South of Casey) Begins in Sections 15 and 16 of Walnut Township and passes through Sections 14, 23 and 25 to Jefferson Township.



Stratigraphy

The rocks of Guthrie County include representatives of the three great groups - Paleozoic, Mesozoic, and Cenozoic. The first is represented by the shales, coals, limestones, and sandstones of the Carboniferous. These beds are exposed along the streams and occur immediately beneath the drift throughout the eastern portion of the county. Over them and beneath the drift of the central and western

portions, the Mesozoic is represented by the sandstones, gravels and clays of the Cretaceous. Over the whole county, mantling and concealing the indurated rocks, are the unconsolidated gravels, sands, clays, and drift deposits of the Pleistocene. The Carboniferous, Cretaceous and Pleistocene are separated from each other by unconformities indicative of long time intervals and much erosion.

The lower or Mississippian series does not occur in Guthrie County, being buried by later beds. In Guthrie County the beds present were referred by St. John mainly to the Middle Coal Measures, though the presence of both the Upper and the Lower was recognized. The heavy sandstone which forms such a well-characterized horizon in southeastern Guthrie County has its corollary in the lower division.

In the southern portion of the county along South Raccoon, Long Branch, Deer Creek, and Beaver, there are many exposures showing the beds from the Missourian limestone down to the heavy mass of sandy shales. Throughout the region the basal portion of the Missourian, the Bethany limestone, outcrops in the hills. The streams have cut through it and down deep into the underlying beds.

The Lamb mine, directly north of Stuart, was worked for some time. It was found here that the lower bench dipped to the east, though this may be a local development. Above the shale covering the coal is a buff clay shale running up into sandy shale and sandstone. Below the limestone seen in this section is a bed of variable shale of some thickness.

Outcrops of coal measure strata were reported along Beaver Creek for a distance of two miles west of this point. Coal measures are also reported on South Beaver and on Spring Branch, a thin seam was formerly reached by drifting. Along Middle Raccoon and Brushy Fork there are no good coal measure outcrops, though coal is mined on the former near Guthrie Center.

The strata found in Guthrie and neighboring counties below the base of the Missourian fall naturally into the four following groups:

1. Shales, variegated, but predominantly sandy, characteristically free from coal, with an occasional development of arenaceous limestone somewhat above the middle of the bed. The original northern boundary of this formation seems to have been not far from its present limits in Guthrie County, as it thins very rapidly from Stuart north.
2. Shales, sandstones, and limestones with tree coal horizons. It is characterized by the great persistence of its individual members and is recognized through Guthrie and Dallas Counties and in part in Madison County. It is probably the equivalent of the Appanoose formation of southern Iowa and the Henrietta formation of Missouri.
3. Sandstones and sandy shales with Redfield coal at base. Seen in part at the Tann Mill exposure and well exposed in Dallas County. This member is probably not to be separated from number 4, though in the immediate region it is rather distinct.
4. Shales, sandstones and thicker coal seams characteristic of the greater portion of the Des Moines formation. Represented in the deeper borings of Guthrie County and exposed in the counties to the east; corresponding in general character and position with the Cherokee shales of Kansas.

In Guthrie County one of the limestones of the second member contains many rolled pebbles and other evidences of shore action, while the sandstone just below shows ripple marks.

Above the Des Moines and covering the southeastern portion of the county is the Missourian formation. The only portion of this formation outcropping is the basal or Bethany limestone. This is shown along the lower portion of Beaver Creek, Deer Creek, Long Branch, and South Raccoon River. The stone has not been quarried to any considerable extent, so that there are no extensive exposures.

The limestone, where exposed, is quite fossiliferous, the forms pres-

ent being those common to the limestone in other counties.

Fossils

The following is a list of fossils collected along Deer Creek north of Stuart by Professor Calvin:

- *Lophophyllum proliferum*
- *Axophyllum rude*
- Stems of Crinoidea
- *Archaeocidaris*, three species
- *Fistulipora nodulifera*
- *Rhombopora lepidodendroides*
- *Orbiculoidea mtida*
- *Derbya crassa*
- *Derbya robusta* M. & H.
- *Meekella striato-costata* Cox
- *Chonetes granulifera* Owen
- *Productus longispinus* Sowerby
- *P. costatus* Sowerby
- *P. nebrascensis* Owen
- *P. cora* = *P. prattenianus*
- *Spirifer cameratus* Morton
- *S. plano-convexus*
- *S. lineatus*.
- *Athyris subtilita* = *S. argentea* (Shepard) Keyes
- *Hustedia mormoni* Marcou
- *Terebratula (Dielasma) bovidens* Morton
- *Cryptacanthia compacta* W. & St. J.
- *Nucula ventricosa* Hall
- *Nuculana bellastrata* Stevens
- *Edmondia* sp
- *Aviculopecten* sp
- *Bellerophon percarinata*
- *Bellerophon* sp
- *Pleurotomaria* sp
- *Petrodus occidentalis*

County. The Guthrie County outcrops are the most northerly of the exposures of the basal limestone of the Missourian formation in the central portion of the state.

Above the coal measures, and covering the major portion of Guthrie County, is a series of sandstones, shales and conglomerates which belong to the Cretaceous. These beds are exposed along both branches of the Raccoon River, Brushy Fork, Beaver Creek, Spring Branch, and many of the minor streams. They are separated from both the Carboniferous and the Pleistocene beds by unconformities.

The Dakota conglomerate is best exposed along Spring Branch between Glendon and Menlo, approximately four miles north of White Pole Road in Menlo. It is so unconsolidated that it was used by the Chicago, Rock Island & Pacific railway for ballast, and has been dug out by shovel and pick as ordinary gravel. It has here the usual constitution with the marked prominence of quartz and chert pebbles. The material is thoroughly rounded and waterworn. Sand, or loosely cemented sandstone, forms the bottom of the pits and is in places inter stratified with the gravel.

The gravel is perhaps the most interesting member of the Cretaceous. It is wholly unlike any other gravel or conglomerate in this portion of the state and cannot be confused with anything in the coal measures. In eastern Iowa, outliers have been noted by Norton which carry chert and quartz pebbles, with occasional bits of red jasper and pink quartz, and which are of Carboniferous age, but no such beds are known in the coal measures of central Iowa.

In addition to the cherts and quartzes found in the Guthrie conglomerate or gravel are numerous silicified bits of fossils, the following being determined by Professor Calvin:

- *Cyathophylloids*, sp
- Bryozoa; DEVONIAN?

Fragmental and Earlham limestones are well developed in Guthrie

- Spirifer, cf. S. eudora; NIAGARA
- Favosites favosus, Goldf.; NIAGARA
- Streptelasma, sp
- Favosites hisingeri, Ed. & H., (F. venustus (Hall) Rom.; Astrocerium venustum Hall); NIAGARA
- Ptychophyllum expansum, Owen; NIAGARA
- Streptelasma spongaxis; Rom.??; NIAGARA
- Zaphrentis stokesi, Ed. & H.; NIAGARA.
- Favosites, cf. F. hispidus, Rom., NIAGARA

The beds here referred to the Cretaceous are, as has been said, unconformable upon the coal measures and represent a later period of deposition. They are evidently much later than the Paleozoic of eastern Iowa from which the chert nodules were derived. They were made by the sea creeping in over an apparently base-leveled surface. The deposits found in Guthrie County represent shore deposits, but they do not represent the greatest eastern extent of the Cretaceous in Iowa; nor does the present line of outcrops represent exactly the present eastern limit of the formation.

Quarries

Stone

In earlier days, a lot of limestone was quarried from the Earlham and the thin ledges of massive limestone associated with the Fragmental, but as cement construction became less expensive, it drove limestone out of use. For a limestone, the Earlham resists the action of rain and frost excellently. Many foundations and stone houses bear witness to its enduring qualities. For purposes of construction, the Fragmental proper proved worthless, since it contains too great an admixture of carboniferous clay. The Port Union shales, and the other blue shales cropping out farther down Middle River are of smooth, even con-

sistency, without grit, and with the limestone made a cement of good quality.

Brick

The brick industry in Adair County goes back to very early times. At a very early day there were brickyards at Fontanelle, Adair and Casey, including a brickyard just west of Greenfield, north of Main Street, and at the same time the Day Brickyard was in operation a short distance east of Fontanelle in the Nodaway bottom.

In all these cases the brick was molded by hand, and was of rather inferior quality as measured by the standard of today, being rough and soft. On October 3, 1901, a brickyard was established in Greenfield by J.W. Darby, and for a decade, manufactured an excellent quality of brick and tile. The material used in the early manufacture of brick in the county was the black alluvium of sloughs and stream bottoms, since it was then believed that the joint clay was useless for this purpose. In fact, the latter could not be used successfully by molding by hand. It often had the added disadvantage of containing many small pebbles, making its use for creating brick impossible.

The material used by Mr. Darby was a deposit of drift, or joint clay, lying just east of the railway station in Greenfield. The drift was practically free from pebbles. The brick and tile were molded by machinery and it was found that there was little checking and very few were spoiled in the burning. Mr. Darby maintained a permanent equipment of one large brick kiln and three tile kilns, the product being taken as soon as made, and the demand usually exceeding the supply. The establishment finally passed into other hands and the business was discontinued within a few years.

The Stuart Brick & Tile Works was located about three-fourths of a mile north of the depot at Stuart. The raw material used consisted of ten feet of ordinary loess grading into soil at the surface. The base of the cut rested on coarse drift gravel, which was about three feet thick, and this rested in turn upon glacial clays. The product - structural brick, sidewalk blocks and drain tile - were made on a Decatur

machine and burned in either a closed down-draft or a semi-clamp kiln. The ware had a dull red color and was very firm. Farther up on the hillside nearby, a test pit was put down, and underneath the yellow clay, a gray plastic loess, four feet thick, was penetrated. This lower bed was not used as it was found to contain too much lime. The clay used was worked as a stiff mud with a good deal of water. The ware was dried under sheds with very little cracking.

The drift sand found near Stuart was formerly used in the manufacture of hand brick. Since the introduction of machinery and the employment of the loess the sand was not needed. It was clean and of even grain but was too well rounded to be of the highest utility as a building sand.

Coal

The coal mined in Guthrie County came from a number of different horizons. The Lonsdale coal, which was mined at numerous points along Deer Creek, was the highest coal mined in the county. In the Stuart boring (first conducted at the Savage & Dosh farm), sixteen inches of coal, divided by eleven inches of black slate, was found at a depth of about 290 feet, and a second seam four inches thick at 453 feet.

The mines of Guthrie County were drifts or shallow shafts. They were worked for local trade only and operated on small capital. They rarely controlled more than a few acres and most of them changed hands frequently. The equipment was, in most cases, rather primitive, though serviceable and usually all that was warranted by the thin seams and local trade. Only a few of the mines worked all throughout the year. Many were closed entirely in the summer and others employed only one or two men. In many cases new drifts were made each fall and deserted in the spring. Coal was formerly worked on Beaver Creek west of Glendon both by drift and shaft, and a thin seam was at one time worked by means of a drift northwest of Menlo.

North of Stuart, coal has been mined at several points along Deer Creek and other tributaries of the Raccoon River. In the summer of

1896 the Driscoll and the Lonsdale were the only mines open.

Clay

The material available in Guthrie County for manufacture into clay goods was abundant. The Des Moines, the Oretaceous, the loess and the alluvium were all capable of furnishing material suitable for such work. The heavy shales, especially desirable for the manufacture of vitrified brick and sewer pipe and excellent for many other purposes, was obtained largely from the Des Moines beds. Pottery, fancy face brick, and numerous other grades of goods were made from it.

Timber/Woodlands

“There are a great many varieties of timber found, such as oak, hickory, sycamore, walnut, hackberry, linn, elm, sugar maple, soft maple, cottonwood, swamp ash, and in some localities white ash, etc. Along the river bottoms and low lands it chiefly abounds in the soft woods with a moderate per cent of hard wood trees occurring among them more or less frequently in different localities, while along the higher banks and bluff lands are found the more valuable hard woods suitable for fencing and building purposes. The heaviest and finest timber in the county is found, perhaps, at the junction of the North and South Raccoon rivers and around in that vicinity throughout the center of Van Meter township.” (*History of Guthrie County*)

Approximately 38,000 acres, or about ten percent of Guthrie County, is wooded. At the time of settlement, about 44,000 acres were in timber. Elm is one of the most numerous and most common species of hardwood trees in the county. Many thousands of elms remain, but dead and drying trees remain a management problem because they need to be removed.

Forest was the dominant native vegetation along the major streams in Guthrie County. The largest area is a two-mile belt on either side of the Middle Raccoon River. Small, isolated areas of woods are along

the South Raccoon River and Deer, Beaver, Mason, and Frost Creeks. Nearly all of the original stands of timber have been cut.

Some of the tree varieties found in the WPR Corridor include:

- Silver Maple
- Black Walnut
- Eastern Cottonwood
- American Elm
- Ohio Buckeye
- Basswood
- Red Oak
- Black Cherry
- Shagbark Hickory
- Ironwood
- White Oak
- Bitternut Hickory

Vegetation

The native vegetation of Guthrie County consists mainly of prairie grasses (bluestem) and oak-hickory type forest. Prairie grasses were dominant in three separate areas. The largest area is in the northern third of the county, north and east of a line running from Linden through Panora and Springbrook State Park to Coon Rapids. The second area parallels the west county line, west of a line from Adair to Coon Rapids. The smallest area is in the southeastern corner of the county in the area surrounding the towns of Stuart and Menlo. The area around Sheered Prairie State Park west of Guthrie Center is about the only example of native prairie vegetation remaining undisturbed in the county.

Iowa's rural road system underwent a transformation in the early 20th century. A campaign launched in the 1920s was the starting point for modifying the secondary roads from narrow mud trails to all-weather roads. Roads were raised up, and graded and crushed rock or gravel added to the surface. Ditches were put on both sides of the roads to allow water to drain away from the roads as well as from adjacent private lands.

Reconstructed roadsides were seeded with plants that were readily available at the time which included brome, bluegrass, redtop and alfalfa. Brome was used extensively because of its availability and adaptability. Bromemono cultures proved to be limited in its ability to compete with the persistent weeds such as Canada thistle.

To handle the noxious weed problems, most counties started spraying programs that were very ambitious and aggressive. This was to take advantage of the recent chemical herbicides that were introduced in the 1950s. County roadsides were "blanket sprayed" every year. The object of blanket spraying was to treat all areas of roadsides with very little regard to whether problem weed species were present or not. Blanket spraying did have its advantages. Applicators did not have to identify weed species and short term success was achieved. Weed patches persisted in the same areas year after year and people began to question the effectiveness. This approach was also costly.

Since the 1980s, well over one third of all of Iowa's counties have hired full-time roadside biologists, while well over half have implemented IRVM programs. Most other counties have adopted some of the procedures of IRVM programs.

Guthrie County IRVM was adopted by resolution by the Guthrie County Board of Supervisors on February 25, 1988. The first Roadside Manager was hired in March 1988. The Guthrie County IRVM Department is responsible for the vegetation management within 4,725 acres of Guthrie County right-of-way along 945 miles of both paved and gravel roads.

Program Operations:

January-March:

Cut trees and brush, evaluate chemical inventory, correspondence work, evaluate seed inventory, AFIRM meetings, maintain equipment, basal bark spraying, burn sites evaluated, weed resolution update, training, review upcoming seed needs, write LRTF grants, other duties as assigned.

March-April:

Prescribed burning, LRTF grants, prep chemical spray units, seed turf grass where needed, weed resolution, equipment maintenance, inventory and order materials, begin spring seedings, burn roadsides, begin bare ground spraying, other duties as assigned.

April-June:

Spray Musk thistles, check yearend budget, equipment maintenance, weed complaints, seedings, spray noxious weeds, mow 1 stand 2nd year seedings, spray brush, submit LRTF grant, erosion control for projects, and other duties as assigned.

July-September:

Wrap up weed complaints, wrap up spraying, check problem brush areas, mow prairie fire breaks, Krenite spray brush, equipment maintenance, finish cool season and turf seedings, mow 1 stand 2nd year seedings, spray problem Canadian thistle areas, seed roadsides with nurse crops, harvest native seeds, other duties as assigned.

October-December:

Cut trees and brush, basal bark spray trees, reports, equipment maintenance, pesticide certification training, dormant seedings, mow firebreaks, material inventory, mapping, other duties as assigned. not allowed.

Wildlife

Wildlife found in the White Pole Road Corridor includes:

- Whitetail deer
- Wild turkey
- Geese
- Ducks
- Pheasant
- Cottontail rabbit
- Doves
- Squirrel
- Opossum
- Raccoon
- Weasel
- Woodchuck
- Badger
- Fox
- Skunk
- Muskrat
- Mink

Wolves and elk were abundant at the time of the first white settlers.

Frogs and Toads: American Toad, Blanchard's Cricket Frog, Boreal Chorus Frog, Bullfrog, Cope's Gray Treefrog, Gray Treefrog, Northern Leopard Frog, Plains Leopard Frog

Lizards and Salamanders: Northern Prairie Skink, Tiger Salamander

Snakes: Brown Snake, Bullsnake, Common Garter Snake, Lined Snake,

Northern Water Snake, Plains Garter Snake, Prairie Ringneck Snake, Smooth Earth Snake, Smooth Green Snake, Western Fox Snake

Turtles: Blanding's Turtle, Painted Turtle, Snapping Turtle, Spiny Soft-shell

5.4 Public Lands

I. County Parks

Adair County

Adair County offers eight different county parks, wildlife areas, and historical sites totaling nearly 900 acres. It offers camping, fishing, hunting, wildlife watching, picnicking, boating, kayaking, and historical site viewing. In addition, the area offers outdoor attractions such as Lake Anita, Green Valley State Park, Middle River, Nodaway Lake, Greenfield Lake City Park Recreation Area, and Correll Wildlife Area near Adair. (These parks are not within the five-mile radius of White Pole Road and therefore in the byway's designated corridor.)

Correll Wildlife Area (Adair)

Although located in Guthrie County, this 45-acre parcel was donated to the Adair County Conservation Board in 1998 by the families of Karl and Grace Correll who were lifelong supporters of wildlife conservation. Karl was one of the five original members of the Adair County Conservation Board, having served from 1959 to 1970. This donation of land was intended as a legacy for present and future generations to enjoy and preserve for conservation, education and recreation. Thirty of the area's forty-five acres are restored prairie. A mowed hiking trail winds through one and one-half miles of tall prairie grass. Public hunting is permitted. Located at the north end of Elk Avenue and 105th, split by the railroad tracks.

Guthrie County

The Guthrie County Conservation Board currently manages over 1,100 acres in fourteen individual parks, wildlife areas, historic sites, and a portion of the Raccoon River Valley Trail. Available facilities include campgrounds, canoe access, shelters, playgrounds, the Guthrie County Historical Village, and more. Highlights include: Springbrook State Park located in Guthrie County, Nation's Bridge Park, and Montieth Wildlife Area, which offers 240 acres of natural land offering hunting with excellent habitat for upland game species, whitetail deer, and wild turkey.

Nations Bridge Park (Stuart)

Nations Bridge Park was acquired in January and May 1970, with additional land added in June 1974. The land was once owned by John Nations. The bridge crossing the South Raccoon River was a landmark that people used when giving directions. It was known as Nations Bridge.

Nations Bridge Park offers a variety of recreational opportunities to the public and is a favorite spot for many. The park has a total of 81 acres that can be used for camping, picnicking, kayaking, hiking, bird watching fishing, disc golf, and horse shoes. Wildlife is abundant at Nations Bridge Park. Deer, turkeys, squirrels, rabbits, quail, raccoons, coyotes, and a variety of songbirds can be seen at the park.

Nature trails can be found throughout the park and a self-guided nature trail is located on the east side of the park, County Highway P28. The nature trail was designed to allow park visitors an opportunity to learn about trees, shrubs, wildflowers, and other interesting features that occur at Nations Bridge Park. Trees, shrubs, and other unique features have been marked so that visitors can learn about each species. The markers indicate a number and name of each plant or area which relates back to the brochure. Visitors should be able to identify unmarked trees and shrubs in the timber once they become familiar with the leaf shape and structure of the trees. Wildflowers are also abundant throughout the forest floor.

Nothing in the timber except the trail has been altered since the Guthrie County Conservation Board acquired the land. All dead trees are left as they fall, along with the leaves and other living things.

The South Raccoon River provides quality cat fishing. A favorite spot for fishing is the old swimming hole just below the shower building. (Swimming is not allowed in the river.)

The South Raccoon River Water Trail is two water trails in one. Paddlers can begin their journey at either Lenon Mill Park Access on the Middle Raccoon River, or at Nation's Bridge Park Access on the South Raccoon River, float to the confluence of the two rivers, and then continue on the South Raccoon River to Two Rivers Access near Van Meter. Lenon Mill Park Access to Two Rivers Access is approximately 36.5 miles, and Nation's Bridge Park Access to Two Rivers Access is approximately 34.2 miles.

Nations Bridge Park features primitive camping, RV-camping with 45 electrical hook-ups, modern showers, water, flushing bathrooms, a dump station, two shelter houses, hiking trails, interpretive trail, playground, disc golf course, horseshoe pit, grills and picnic tables, a canoe access, and excellent fishing.

An Interpretive Guide to the nature trail is available at <https://guthriecounty.gov/wp-content/uploads/2020/10/NBP-Interpretive-Trail-Guide-2020.pdf>

Dallas County

Dallas County Conservation manages over 3,000 acres of parks, wildlife areas, water access, trails, and historical sites. Fishing, hiking and hunting is available at Big Bend Wildlife area near Redfield and at Hanging Rock park, which also offers hiking and cross-country skiing. The Raccoon River Valley Trail runs several miles through Dallas County and further northwest, offering walking, skiing, skateboarding, jogging, biking, snowmobiling, and more.

I. State Parks and Preserves

Beaver Lake Wildlife Management Area

An area of 299 acres (1/4 Lake, 3/4 Upland) managed by the Iowa DNR and the Saylorville Wildlife Unit, Beaver Lake offers hunting (pheasant, rabbit, and dove), fishing, and camping.

Located one and one-half miles north of Dexter, the campground offers water and electric access, fire pits, and picnic areas.

There is boat access and fishing at the lake, including Bluegill, Channel Catfish, and Largemouth Bass. The lake is stocked with channel catfish every couple of years.

5.5 Energy/Conservation

Out of all fifty states in the U.S., Iowa ranks 5th in Total Energy Consumed per Capita, due largely to our robust manufacturing and agricultural sectors. Iowa is also the largest fuel ethanol producer, and the state's roughly 40 ethanol production plants have the capacity to make four billion gallons annually. Iowa was the 4th largest consumer of hydrocarbon gas liquids (mostly propane) in 2016. One in eight Iowa households heat with propane.

Fuels fall into two main categories: non-renewable fossil and nuclear fuels, and renewable energy resources. The types of non-renewable fossil fuels consumed in Iowa are coal, petroleum, and natural gas. Water for hydroelectricity, biomass, wind, and solar energy are among the renewable resources being used in the state.

Iowa's Energy Consumption Estimates from 2017 (gathered by the Energy Information Administration) were as follows (calculated in Btu or British thermal units):

1. Natural gas (376.3 trillion Btu)
2. Coal (300.3 trillion Btu)
3. Biomass (246.3 trillion Btu)
4. Other renewables (199.1 trillion Btu)
5. Motor Gasoline excluding Ethanol (175 trillion Btu)
6. Distillate Fuel Oil (149.1 trillion Btu)
7. Hydrocarbon Gas Liquids, including propane (64 trillion Btu)
8. Nuclear Electric Power (54.5 trillion Btu)
9. Other Petroleum (18 trillion Btu)
10. Hydroelectric Power (9.5 trillion Btu)
11. Jet Fuel (5.1 trillion Btu)
12. Net Interstate Flow of Electricity (Negative 38.4 trillion Btu)

The use of energy can be divided into four sectors:

- *Industrial* (41%) - manufacturing industries, mining, construction, and agriculture
- *Transportation* (22%) - private and public vehicles moving people and commodities
- *Residential* (22%) - private residences, owned or rented
- *Commercial* (15%) - businesses that are not engaged in manufacturing, transportation, or other types of industrial activities

Non-Renewable Energy Sources:

Coal

Coal-fired power plants in Iowa are located in Cedar Falls, Pella, Ames, Muscatine, Ottumwa, Burlington, Council Bluffs, Dubuque, and Lansing. Between 1976 and 1995, Iowa's coal usage more than

doubled. Both the low price of coal and the increase in the use of electronics during this same period of time help explain this dramatic increase. Then from 2008 and 2018, coal's share of net electricity generation declined from 76% to 45%, but remained the state's largest source of net electricity generation. The western, low-sulfur coal used in Iowa is preferable to the Midwestern coal used prior to air pollution concerns. Western coal typically contains less than one percent sulfur compared to Midwestern coal that ranges between 1.5 and six percent sulfur. The difference in sulfur content reduces sulfur dioxide pollution produced by burning coal.

Petroleum

Approximately one-half the petroleum consumed in Iowa originates in the Persian Gulf, Venezuela, Mexico, or Norway. The remaining half is produced in the United States. Crude oil is refined and then piped to Iowa. More than two-thirds of our petroleum is used as gasoline and diesel fuel for ground transportation. The remaining one-third includes liquefied petroleum gas and a variety of products from asphalt to aviation fuel.

Natural Gas

Natural gas comes to Iowa via Oklahoma, Texas, and Canada. Natural gas, our third most common energy source, is used mostly for space and water heating in homes and businesses. Natural gas also is used to make fertilizer products such as anhydrous ammonia.

Nuclear Power

The Iowa Department of Natural Resources (DNR) reports nuclear power generation at three percent of Iowa's total energy consumption. Iowa has one nuclear power plant - the Duane Arnold nuclear power plant near Palo.

Wind

There are currently more operating wind farms in Adair County (six) than in any other county in the state. They are as follows: Adair (174.8

MW), Rolling Hills (443.9 MW), Morning Light (101.2 MW), Arbor Hill (310.4 MW), Orient (520.9 MW), and Southern Hills (254.1 MW).

These wind farms add an estimated \$6.6 million in annual property taxes for Adair County, and pay an average \$4.8 million per year in landowner payments, as well as creating temporary construction jobs, as well as long-term operations and maintenance jobs. The wind farms in Adair County currently support twenty-five full-time jobs.

Adair and Guthrie Counties are ideal locations for turbines. The area provides a steady and abundant wind energy source, and has adequate and relatively close access to transmission lines, also called the grid. Finally, there has been strong support by landowners in the area who have been willing to allow MidAmerican to lease their property for the placement of wind turbines.

In Fiscal Year 2018, wind farms in Adair County paid \$2.9 million in property taxes to the county. Since 2008, MidAmerican has paid \$11.7 million in local property taxes on its Adair County wind farms. State-wide in 2017, MidAmerican Energy paid \$19.6 million in Iowa property taxes on the wind turbines.

In June 2020, Adair County opened the MidAmerican Energy Arena, the county fairground's newly renovated pavilion. The new arena hosts the dog, hog, sheep, goat and cattle shows during the annual Adair County Fair in July. MidAmerican is building multiple wind projects in the county, and committed \$83,000, a contribution that funded the construction of the new show arena – a 70x90-foot, open-sided, steel-framed building.

Solar

Solar power in Iowa is limited but growing, with 96 MW installed by the end of 2018 (with 21 MW installed within the last year), ranking the state 39th among U.S. states. Over 12,000 Iowa homes are powered by solar energy, accounting for 0.17% of the state's total electricity production in 2019. Solar on rooftops could provide 20% of all electricity used in Iowa. There are currently 72 solar companies in

Iowa (12 Manufacturers, 44 Installers/Developers, 16 Others), providing 844 jobs.

5.6 Challenges & Opportunities

Threatened & Endangered Species

The Endangered Species Act (ESA) currently protects fourteen of Iowa's imperiled plant and animal species.

Four prairie plants are among the state's rarest flora—the eastern prairie fringed orchid (*Platanthera leucophaea*), western prairie fringed orchid (*Platanthera praeclara*), prairie bush clover (*Lespedeza leptosatchya*), and Mead's milkweed (*Asclepias meadii*). Eastern and western prairie fringed orchids thrive in wet prairies, sedge meadows, fens, and even bogs, while Mead's milkweed and prairie bush clover prefer drier prairie areas. Although prairie once covered Iowa from border to border, each of these plants can now only be found in a handful of prairie remnants.

The Topeka shiner (*Notropis topeka*), a small prairie fish, gained federal protection in 1998. The shiner once flourished in natural pools and off-channel ponds of Iowa's prairie streams. Although once common, the Topeka shiner has declined by 70 percent across its range because of habitat destruction and sedimentation as the prairie streams were channelized and impounded.

The Poweshiek skipperling (*Oarisma Poweshiek*) is another species that was once found across Iowa, but because of loss of prairie, it has been proposed for ESA protection. This small prairie butterfly thrives in a variety of prairie settings, from high, dry areas of remnant prairie, to wet prairie habitats, and even prairie fens. Adult skipperlings feed on the nectar of prairie flowers including the common purple coneflower (*Echinacea angustifolia*) and black-eyed Susan (*Rudbeckia hirta*), while the larvae feed on fine-stemmed grasses including little

bluestem (*Schizachyrium scoparium*). Although about 14 percent of the known Poweshiek skippering population was once found in Iowa, the species may have already disappeared from the state.

While all of these species are quite different, the reasons they are listed as endangered or threatened, and the threats they face, are largely the same. The loss of 99.9 percent of Iowa's prairie has left many of the state's native plant and animal species with few places to live. Small, local populations of plants and animals that depend on prairie remnants, like the plants and butterflies, are especially vulnerable—a single, catastrophic event like a drought can quickly undo years of progress and provide significant setback to the recovery.

Prairies are perhaps the most endangered ecosystem in the country. Conserving federally listed prairie plants and animals, like the western prairie fringed orchid and the Topeka shiner, addresses not only the species' needs but the ecosystem's needs as well, thus conserving myriad other prairie-dependent species.

Unique Listed Species (Birds, Insects, Mammals, Reptiles) In Adair County:

- Bald Eagle (*Haliaeetus leucocephalus*)
- Barn Owl (*Tyto alba*) - **Endangered**
- Henslow's Sparrow (*Ammodramus henslowii*) - **Threatened**
- Northern Harrier (*Circus cyaneus*) - **Endangered**
- Regal Fritillary (*Speyeria idalia*)
- Northern Long-eared Bat (*Myotis septentrionalis*) - **Threatened**
- Spotted Skunk (*Spilogale putorius*) - **Endangered**
- Smooth Green Snake (*Liochlorophis vernalis*)

Unique Listed Species (Plants) In Adair County:

- Blue Wild Indigo (*Baptisia australis*)

- Low Hairy Ground-cherry (*Physalis pubescens*)
- Mead's Milkweed (*Asclepias meadii*)
- Broom Sedge (*Andropogon virginicus*)
- Bush's Sedge (*Carex bushii*)
- Slender Ladies'-tresses (*Spiranthes lacera*) - **Threatened**
- Small White Lady's Slipper (*Cypripedium candidum*)
- Western Prairie Fringed Orchid (*Platanthera praeclara*) - **Threatened**

Unique Listed Species (Birds, Insects, Mammals, Reptiles) In Dallas County:

- Bald Eagle (*Haliaeetus leucocephalus*)
- Barn Owl (*Tyto alba*) - **Endangered**
- Long-eared Owl (*Asio otus*) - **Threatened**
- Short-eared Owl (*Asio flammeus*) - **Endangered**
- Indiana Bat (*Myotis sodalis*) - **Endangered**
- Northern Long-eared Bat (*Myotis septentrionalis*) - **Threatened**
- Regal Fritillary (*Speyeria idalia*)
- Blacknose Shiner (*Notropis heterolepis*) - **Threatened**
- Chestnut Lamprey (*Ichthyomyzon castaneus*) - **Threatened**
- Topeka Shiner (*Notropis topeka*) - **Threatened**
- Western Sand Darter (*Ammocrypta clara*) - **Threatened**
- Creeper (*Strophitus undulatus*) - **Threatened**
- Pistolgrip (*Tritogonia verrucosa*) - **Endangered**
- Hickory Hairstreak (*Satyrrium caryaevorum*)
- Wild Indigo Dusky Wing (*Erynnis baptisiae*)
- Bullsake (*Pituophis catenifer sayi*)
- Blanding's Turtle (*Emydoidea blandingii*) - **Threatened**
- Smooth Green Snake (*Liochlorophis vernalis*)

Unique Listed Species (Plants) In Dallas County:

- Alkali Muhly (*Muhlenbergia asperifolia*)
- Crawe Sedge (*Carex crawei*)
- Glomerate Sedge (*Carex aggregata*)
- Oval Ladies'-tresses (*Spiranthes ovalis*) - *Threatened*
- Shallow Sedge (*Carex lurida*)

Unique Listed Species (Birds, Insects, Mammals, Reptiles) In Guthrie County:

- Bald Eagle (*Haliaeetus leucocephalus*)
- Barn Owl (*Tyto alba*) - *Endangered*
- Northern Harrier (*Circus cyaneus*) - *Endangered*
- Short-eared Owl (*Asio flammeus*) - *Endangered*
- Cylindrical Papershell - Freshwater Mussels (*Anodontoides ferussacianus*) - *Threatened*
- Ellipse - Freshwater Mussels (*Venustaconcha ellipsiformis*)
- Regal Fritillary (*Speyeria idalia*)
- Indiana Bat (*Myotis sodalis*) - *Endangered*
- Northern Long-eared Bat (*Myotis septentrionalis*) - *Threatened*
- Plains Pocket Mouse (*Perognathus flavescens*) - *Endangered*
- Spotted Skunk (*Spilogale putorius*) - *Endangered*
- Smooth Green Snake (*Liochlorophis vernalis*)
- Blanding's Turtle (*Emydoidea blandingii*) - *Threatened*
- Bullsnake (*Pituophis catenifer sayi*)

Unique Listed Species (Plants) In Guthrie County:

- Bigroot Prickly-pear (*Opuntia macrorhiza*) - *Endangered*
- Flat Top White Aster (*Aster pubentior*)
- Narrow-leaved Milkweed (*Asclepias stenophylla*) - *Endangered*
- Sand Pigweed (*Amaranthus arenicola*)

- Shining Willow (*Salix lucida*) - *Threatened*
- Alkali Muhly (*Muhlenbergia asperifolia*)
- Bush's Sedge (*Carex bushii*)
- Crawe Sedge (*Carex crawei*)
- Glomerate Sedge (*Carex aggregata*)
- Showy Lady's Slipper (*Cypripedium reginae*) - *Threatened*
- Slender Ladies'-tresses (*Spiranthes lacera*) - *Threatened*
- Slender Sedge (*Carex tenera*)
- Slim-leaved Panic Grass (*Dichanthelium linearifolium*) - *Threatened*
- Small White Lady's Slipper (*Cypripedium candidum*)
- Tumble Grass (*Schedonnardus paniculatus*)
- Western Prairie Fringed Orchid (*Platanthera praeclara*) - *Threatened*

5.7 Challenges & Opportunities

Residential & Commercial Development

As of 2020, Adair County had a 15% increase in total residential development, Dallas County had a 46.1% increase, and Guthrie County has a 25.1% increase - all compared to the national increase in total residential development of just 12.3%. And there are no indications that development here is slowing down. This can have major consequences in terms of losing additional grassland, timber, and other wildlife habitats.

"Iowa greeted the earliest European settlers with a vast 30-million-acre sea of tallgrass prairie interspersed with woodlands and wetlands. Today, less than one percent of this original prairie remains. Conversion to farms and development reduced the once extensive

prairie to a collection of isolated patches of varying size and quality. Most prairie remnants are small and degraded by haying, livestock grazing, dumping, fire suppression, or succession of woody species. Prairies – one of the most diverse ecosystems in the world – are home to hundreds of plants, animals, and insects. With the loss of this native prairie habitat across much of the Hawkeye State, a diversity of species have become exceptionally rare, and a few have even been pushed to extinction.” (U.S. Fish & Wildlife Service)

“The state of Iowa has lost 99.9% of its prairies, 98% of its wetlands, 80% of its woodlands, 50% of its topsoils, and more than one hundred species of wildlife since the early 1800’s. The long-term effects are already apparent. Prevention of further loss is therefore imperative to Iowa,…” From the *Madison County Resource Enhancement and Protection (REAP) Plan*

“Pressures continue to convert forested areas into agricultural crop ground or livestock grazing, as the region is economically depressed. There is a general lack of awareness of the values of forestland to water quality enhancement, though efforts to restore riparian areas is increasing. The close proximity to the Des Moines metro area is increasing opportunities for large parcels to be subdivided into residential and hobby farm locations. Interest for private hunting preserves in southern Iowa according to recent state and Iowa Natural Heritage Foundation land purchases has significantly increased land values, increasing subdivision and forest fragmentation in the area. This trend is expected to continue, with increased absentee land ownership pushing forestland values even higher. Opportunities for increased forest stewardship efforts especially for improved wildlife habitat exist with many of these absentee landowners.” - Iowa DNR

Land Use & Future Impact

Land use decisions in the byway corridor should be sensitive to impact on the intrinsic qualities or resources that make the corridor special. The construction of homes, businesses, industry, roads, utili-

ties, and other infrastructure, as well as agriculture, can dramatically change the natural and historic features throughout the corridor. Land use decisions could greatly impact the future condition of resources in the WPR Corridor. Elected leaders, planners, and developers should strive to preserve the intrinsic qualities of the corridor.

Purpose and Value of Land Use Regulation

Land use regulations can guide the direction, speed and quality of land development. Zoning is the principal means in the United States to direct and manage land use. Zoning divides a county or community into districts that specify the different land use controls on each portion. Zoning originated in part as a means of protecting the health and safety of inhabitants in major cities. Today, zoning is a tool to direct land use at the local level all across the country. Zoning requirements are laid out in two documents - the zoning map and the zoning ordinance.

According to the Standard State Zoning Enabling Act of the 1920s, zoning shall be in accordance with a comprehensive plan (So 78.1988). Comprehensive plans are a reflection of a community’s or county’s values and vision for the future. The following components are usually part of a comprehensive plan:

- Demographics
- Land use (current and future)
- Infrastructure
- Facilities

Comprehensive plans can address housing, social services, economic development, open space, and other issues related to local conditions or needs. Comprehensive planning establishes a record of existing conditions, projects future needs, and presents local goals and objectives which provide a guide for making land use decisions.

Maintaining Intrinsic Qualities

Conditions in the WPR Corridor, as in most places, are dynamic.

Housing development, industrial expansion and agriculture are ongoing activities that have the potential to significantly impact the intrinsic qualities of the byway corridor. Impacts caused by these activities could greatly diminish the area's attractiveness to travelers. Maintaining the intrinsic qualities of the corridor requires that byway stakeholders understand the impacts of certain activities and effectively work to influence the manner in which they take place. Roadway construction that can potentially impact resources in the corridor include roadway and shoulder widening, vertical or horizontal roadway realignment, and the installation of bridges and drainage systems. These activities can impact desirable prairie and woodland cover, roadway enclosure by the landform or vegetation, and natural landscape features such as wetlands and rivers.

Land use changes that can impact resources in the corridor include residential, commercial and industrial construction, new or upgraded utility lines, and mining and soil excavation activities. These changes can impact land cover, the percentage of undeveloped landscape, number of eyesores, ridge line condition, sense of enclosure, and natural landscape features.

Land Use Recommendations

Managing Roadsides and Entryways

Roadside management activities in the WPR Corridor should be focused on establishing and maintaining safe, stable and low-maintenance community entryways and roadsides that are attractive to residents and visitors. The Iowa DOT and numerous counties and communities cooperate in the implementation of a state-wide Integrated Roadside Vegetation Management (IRVM) program.

The IRVM program combines state and local resources and expertise to improve the cost-effective management, environmental benefits, safety and attractiveness of roadsides. IRVM practices focus on the use of native vegetation, integrated weed control, and soil conservation measures to improve the condition of roadsides. Currently, all three counties are involved with the program and have IRVM plans on

file. The contacts for each county are as follows:

- *Adair County*: Jake Decker, Adair Co. Engineer's Office, Weed Commissioner and Roadside Manager
- *Dallas County*: Jim Uthe, Dallas County Road Department, Weed Commissioner and Roadside Biologist
- *Guthrie County*: Brad Halterman, Guthrie Co. Conservation Board, Weed Commissioner and Roadside Manager

Establishing prairie plants in roadside right-of-ways:

- Provides low-maintenance weed and erosion control
- Reduces surface runoff and erosion by improving infiltration
- Reduces snow drifting and winter glare
- Ensures sustainability by increasing species diversity
- Enhances wildlife habitat
- Beautifies the landscape by providing ever-changing color and texture throughout the year
- Preserves our natural heritage
- Provides filtering and capture of nutrients, pesticides and sediment

An important application of roadside management practices is the enhancement of community entryways. A community entryway is the land that is visible from a highway which connects the countryside with a community. It can also include important places associated with major thoroughfares within a community which connect one neighborhood or land use with another. These highways, county roads or streets provide the physical and visual environments for communities to make first impressions on visitors and lasting memories for residents.

One way of doing this is by enhancing community entryways with native vegetation. Adding other elements to the entryway design can

then express each community's individual character. In addition to the resources available through the IRVM program, communities can seek professional assistance in designing entryways from landscape architects and other designers.

Working through many partners in Iowa, the Living Roadway Trust Fund (LRTF) supports IRVM programs, and educates the public on the benefits, use and care of roadside vegetation, including native plants. One of the ways the LRTF supports the accomplishment of these goals is by providing grant funding to eligible cities, counties, and applicants with statewide impact. Typically, a match is required of applicants that meets or exceeds 20 percent of the total project cost. As examples, grants can be awarded for specialized equipment to accomplish IRVM operations, roadside plantings that demonstrate the best management practices of IRVM, inventories of roadside vegetation, and research, education, and public awareness concerning IRVM issues. The LRTF's funding guidelines are updated for each Fiscal Year's grant round and detail what grants can be written for and the specific match requirements.

Parks, Recreation Facilities, and Public Space

According to the most recent figures, Iowa ranks 49th in the nation in terms of number of acres in public ownership. Only 1.04% of Iowa's total area is owned by federal, state and local governments, and open to public access (this includes parks, forests, and grasslands).

The breakdown of public versus private land ownership by county is as follows:

- Adair County: 99.4% Private, 0.2% State, 0.4% City/County
- Dallas County: 97.8% Private, 0.9% Other Federal, 0.4% State, 0.9% City/County
- Guthrie County: 98% Private, 0.2% Conservation Easement, 0.1% Federal, 1.6% State, 0.3% City/County

By protecting the natural resources in these areas and expanding upon public ownership, we can positively impact the soil and water quality of respective watersheds and provide additional outdoor recreational opportunities.

Emerald Ash Borers

Emerald ash borer was confirmed in Audubon and Guthrie counties for the first time in January 2020. EAB larvae were collected from infested trees in rural Exira (Audubon County) and Casey (Guthrie County). The invasive, tree-killing pest has been found in 71 Iowa counties since 2010.

EAB is a small, metallic-green beetle that attacks and kills ash tree species. In its larval stage, EAB bores beneath the bark, disrupting the movement of water and nutrients within the tree. Infested trees typically die within two to four years.

Ash trees infested with EAB might exhibit canopy thinning, woodpecker damage, water sprouts from the trunk or main branches, serpentine ("S"-shaped) galleries under the bark, vertical bark splitting and 1/8 inch D-shaped exit holes.

5.8 Goals, Actions & Strategies

It is the WPR Board's goal to expand opportunities for the WPR byway traveler to experience, enjoy, and understand natural intrinsic qualities and resources while protecting those qualities and resources from any impact caused by increased use associated with the byway designation. To accomplish this goal, the WPR Board reviewed other actions and strategies as proposed by other byway organizations, considered their own unique issues, and then identified actions and strategies they felt were appropriate to use in the WPR Corridor. Some of the actions and strategies noted in other sections of this CMP may also help to protect natural resources, and some of the actions and strategies noted in this section may also help to protect scenic and/or recreational resources along WPR. Therefore, a comprehensive understanding of actions and strategies and how they relate

to multiple intrinsic qualities is best understood by considering all related sections of this CMP.

Empower Local Public Land Managers

- Initiate conversation with county conservation boards, cities, and other stakeholders to determine needs, potential partnerships, projects, etc.
- Encourage participation in local, state and federal programs to improve our resources.
- Work with public area managers to analyze use impact, economic impact, and track changes in use that result from WPR recommended actions.
- Develop and implement projects that help public land managers better understand the byway visitor and/or improve the visitor interface.
- Promote events, fundraising, and awareness efforts that benefit natural areas in the WPR Corridor.

Encourage Collaboration between Public and/or Private Organizations

- Foster multi-jurisdictional projects and partnerships between city, county, and state public land managers and political entities to encourage WPR projects; positively impact, improve and protect multiple parks, natural areas, and natural qualities.
- Conduct public and private stakeholder meetings that foster discussion, idea sharing, and visioning through small and large group conversation, breakout sessions, workshops, and other interactive opportunities.

Increase Site-Specific Landscape Interpretation

- Secure and/or develop maps, descriptions, and photographs of natural landscapes, native flora, and fauna, invasive species, and good and bad public use that can be used in publications and interpretive material regarding specific sites, resources, or topics.

- Help state, regional or county partners create and implement interpretation of natural areas, features, and stewardship practices, and use uniform byway branding when possible.
- Partner with special interest groups that are nature-focused to develop and implement topical self-guided tours, kiosks, publications, youth materials, maps, social media, bus tours, and other media that engage travelers or provide information. (Examples: Brochures on birding, camping, or fishing along the byway, farm tours, spring hikes, night hikes, etc.)

Develop Promotional Materials that Reinforce Sustainability

- Encourage partners to develop promotional materials such as itineraries, videos, and social media content that show a respect for natural environments, flora and fauna, as well as conservation or sustainability practices.
- Develop publications for youth or families that encourage exploration of natural areas. (For example, a coloring book, safari, nature Bingo card, etc.) This can be used to market the byway, engage visiting children and families, educate children who live in the corridor, and encourage byway travelers to return with children to explore the byway's parks, natural areas, and other resources.

Support Preservation and Restoration of Natural Ecosystems & Resources

- Promote field days, campaigns, and projects that raise awareness and improve the health of the ecosystems in the byway corridor. These might include invasive species monitoring and control, on-farm conservation practice demonstration, water and air quality monitoring and improvement projects, promotion of night sky preservation techniques, etc.
- Work with county offices and supervisors to foster support for, develop, and implement a successful Integrated Vegetation Roadside Management program.

Support Integrated Roadside Vegetation Management Program & Entryways

- Counties and communities in the WPR Corridor should work together with Iowa DOT to more fully develop the IRVM program in the region. Particular emphasis should be placed on the application of IRVM practices on roadsides along the byway. Communities should be encouraged to assess their aesthetic appeal, especially at their entryways. Entryways should convey the message to travelers that a community is an integral part of the byway corridor.

SECTION 6: SCENIC RESOURCES



SCENIC RESOURCES

“Scenic Resources are the heightened visual experiences derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape – landform, water, vegetation, and manmade development – contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares in the intrinsic qualities.” – Scenic America

The scenic quality of a byway is based on the existence of significant scenic views from the road and the absence of features that detract from the overall image of the road. The byway’s feature must also be considered representative, unique, irreplaceable, or distinctly characteristic of an area. Regardless of the type of views, all byways should share three characteristics for this intrinsic quality:

1. Scenic features and views should be frequent enough to give a sense of continuity to the drive along the byway.
2. Scenic features will tend to relate to each other, which will usually create a coherent image of the byway. The way in which the roadway relates to its environment is also important to the sense of coherence.
3. A variety of views enhances the scenic quality of a byway. Variety can also be a function of seasonal changes. Some landscapes vary dramatically at different times of the year, which often enhances their attraction for travelers.

“While the term conservation covers a wide variety of environmental issues (e.g., wildlife habitat, soil, water), scenic conservation is concerned specifically with managing the visual quality of communities and the countryside to preserve and enhance scenic resources in accordance with an established plan.” (*America’s Byways Resource Center*)

Conserving the scenic resources of the byway should be one of the most significant things that the WPR Board and its stakeholders ensure. According to the America’s Byways Resource Center, surveys of non-resident byway travelers found that negative impacts to a byway’s scenic resources result in a greater than 1:2 negative impact to tourism. They note that studies show non-resident visitors would reduce their visits by half should development or pollution degrade byway views by as little as 25%

Consider:

- What is the “viewshed” that is integral to the experience of driving our byway?
- Where are opportunities to stop and enjoy the view?
- Where are opportunities to stop and engage in activities while traveling the byway?

6.1 Viewshed Map

A viewshed is a quantitative measure of distance seen from a given point on the byway. Viewshed maps, together with qualitative assessments of scenic resources such as the results of visual perception studies, provides additional guidance for the location and management of developed site facilities or amenities. Similarly, viewshed maps assist with the development and implementation of land use strategies designed to preserve and enhance the scenic quality of the corridor.

6.2 Key Visual Resources

Scenic Value means aesthetically appealing landscapes or views composed of natural and/or cultural features. Scenic Value can be defined as the value of the viewed landscape based on its perceived visual attractiveness, as determined by the aesthetic composition of the visual elements. Scenic quality is a primary reason (but not the sole reason) for conserving scenic values in a viewed landscape; it is well established that high-quality scenery attracts visitors and enhances the visitor experience. A Scenic High Value Area has valuable scenic

amenities that are enjoyed by travelers and the public, and deserve serious consideration for preservation and protective measures.

Key Visual Resources include:

- Many visitors and professional photographers have commented that the rolling hillside along the western half of WPR is one of the most scenic landscapes in Central Iowa, especially on side access roads to the north of the route from Menlo through Adair in Guthrie County.
- The over 700 telephone poles that have been painted white now guide motorists along our 26-mile transportation attraction.
- In the town of Adair, WPR actually marks the ridge of the great watershed divide between the Mississippi and Missouri Rivers in Iowa. The town was originally called “Summit Cut” because of this geological feature.



6.3 Viewshed Analysis & Distance Zones

The USDA Forest Service uses four categories of distance zones in its system for managing scenic quality. These zones are based on scientific research on the amount of detail people can discern from different

distances. These distance zones are approximate and provide one method for quantifying the amount of detail that most viewers can perceive. The four distance zones include:

Immediate Foreground

Distance zone: approximately 300 feet from the road.

At this distance, people can perceive fine detail, such as individual leaves on trees, trim around doors and windows, and detail on site furnishings such as benches and lamps. When planning for the immediate foreground, it is important to understand how the fine details contribute to scenic quality.

Foreground

Distance zone: From approximately 300 feet to one-half mile from the road

At this distance, fine detail begins to have less influence on scenic quality, and general shape and scale becomes more important. People can still identify individual trees, rock outcrops, overall building structure elements such as doors, windows and roof shapes, and viewers can perceive a sense of scale that these elements provide. Shapes, sizes and relationships of individual elements (such as buildings and trees) define the scenic quality. When planning for areas seen as foreground from the byway, it is important to understand how the shapes, sizes, color and scale of individual elements relate to each other and influence the overall composition.

Middle Ground

Distance zone: Approximately one-half mile to four miles from the road

At this distance, patterns and topography define the visible elements. Trees are visible as clusters or forests rather than distinguishable as

individual trees. Buildings are visible mostly as shapes, and communities are visible as clusters of buildings and a network of streets. Mountains, valleys and other terrain features define the view. When formulating scenic conservation strategies for middle ground views, it is important to understand how the landscape patterns and textures contribute to scenic quality.

Background

Distance zone: Greater than four miles from the road

At this distance, forests and meadows become blocks of color. It is too far to perceive texture in all but very sculptured elements such as rugged mountain peaks and rock outcrops. Cities and towns become mosaics of color. When planning for background views, it is important to understand how color, large patterns and topography influence the landscape appearance.

6.3 Overlooks

There are currently no overlooks along the White Pole Road Scenic Byway.

6.4 Challenges and Opportunities

1. Design in Towns, Historic Districts, Commercial Areas and Neighborhoods: The byway reflects the history and culture of the rural landscape, towns, historic districts, and/or residential areas in its viewshed and corridor. Because historic sites and experiences are one of the top attractions along scenic byways, restoration, improvements, and modifications of historic structures and districts can enhance or detract from the WPR brand. Design standards in WPR communities are also important in regard to community entrances, which can otherwise be a confusing mix of agriculture, business, and residential land use.

- 2. Trees and Vegetation Management:** Trees, shrubs, flowers, and grasses make important contributions in defining the byway's scenic quality, particularly from immediate foreground to background views. While most people would consider vegetation as positive, some invasive species can negatively impact views. Trees and shrubs can sometimes obstruct views, but with careful management they can frame the view rather than hide it. Landscaping is another feature of vegetation management, particularly in communities. How is the landscaping making a positive contribution to the views? Could landscaping help to screen or improve some areas?
- 3. Roadside Management:** Management or neglect of native vegetation and invasive species in the road right-of-way, as well as trash in or near the roadway, can greatly impact the byway traveler's perception of the entire WPR Corridor. Although there are several programs that can help city and county road managers and partners enhance right-of-way and near right-of-way properties, some of them have use restrictions associated with county policies and participation. When political jurisdictions do qualify, they can secure technical assistance and grants to install colorful native plantings that beautify the byway and enhance the traveler's experience.
- 4. Natural, Working and Designed Landscapes:** Does the landscape serve a function? This issue relates to land use and land management conservation characteristics, which influence the scenic quality and contribute to its overall character. Farmsteads, ranches, historic mines, parks, or arboretums are all examples of uses that define unique characteristics. Working lands can be managed for wilderness, recreation settings, timber harvest, mineral extraction, or livestock grazing, for example.
- 5. Context-Sensitive Highway, Street and Bridge Solutions:** This issue applies to road design and includes both the existing road and proposed changes. Road design generally is a concern in the immediate foreground view. However, a road may be a concern in middle ground views from other locations along the road. Do roadway features such as guardrails, bridges, lights, road cuts, or

fills negatively impact the quality of the road? Are there places where they positively impact the scenic quality? Are historic bridges important to the road's character? Are they at risk of being replaced or retrofitted in a way that obliterates their original qualities?

6. On-Premise, Off-Premise and Roadway Signs: Although billboards and advertising are limited along WPR, signage issues at the site of a business or off-premise can impact, block, or degrade the viewshed or an intrinsic quality in the viewshed.

7. Wireless Telecommunications Towers, Overhead Utility Wires, and Wind Turbines: Utilities often impact immediate foreground views. Sometimes utility corridors are visible in middle ground and background views. Are transmission towers or utility lines identified as negative features? Is this a particular impact on a specific location, or is it a recurring issue in many areas along the byway? Like other byway organizations, the WPR Board will have to consider if this infrastructure is a positive or negative influence on the WPR viewshed and take action accordingly. Planning and zoning restrictions can reduce or mitigate the visual impact of these features; interpretation can minimize their impact by emphasizing their positive aspects.

8. Night Lighting: Night lighting can impact scenic quality from immediate foreground to background views. While lighting can improve safety and the perception of safety, excessive or poorly designed lighting can impact the character of areas at night, and can impact views from great distances.

9. Views, Vistas and Open Spaces: This issue focuses on changes in landscape patterns, such as sites where development reduces open space or begins to dominate or affect the experience of the valued scenic quality. These issues can impact views at all distances, but can have a major impact on middle ground and background.

10. Residential and Commercial Development: The more popular WPR becomes, the more pressure there will be on the most

easily accessible land, properties, and districts for residential and commercial development. This has the potential to be particularly detrimental to those High Value Areas and overlook view sheds that define WPR since the byway is characterized by its rural feel and natural beauty. It is also a significant issue when commercial structures completely or greatly impact the view of a historic site or other intrinsic quality. Some businesses will make an effort to reduce their impact to an intrinsic resource if there is positive community reinforcement, planning and zoning, or policy encouraging them to do so.

6.5 Goals, Actions and Strategies

The WPR Board's goal is to maximize visual resource management so as to minimize scenic losses and intrusions and maintain or improve the WPR viewshed. They have agreed upon broad actions and strategies for conservation, protection, and enhancement of the WPR viewshed, as well as more specific actions and strategies to address the aforementioned issues. These solutions recognize that the majority of the WPR viewshed is in private ownership and the WPR Board has no authority to enforce actions and strategies. Because the WPR Board does not specifically manage or own the resources that contribute to the character of the WPR's viewshed, their role is to provide support, advocacy, and assistance in securing funding, and to generally assist with the protection of significant resources. Many of the strategies will need to be voluntarily implemented or through informed public policy. The WPR Board can make implementation of local and county policy and programs more likely by inviting city and county representatives to serve on the WPR Board or become liaisons for their organizations. Additional broad actions are listed below and specific actions/strategies follow.

On-Premise, Off-Premise, and Roadway Signage

- Complete an inventory of existing signage issues and work to

establish relationships with, and educate, sign owners to resolve those issues.

- Educate partnering communities and counties, private businesses, and the general public about existing signage policies, ordinances, laws, and restrictions.
- Encourage and provide technical assistance to communities and downtowns that are developing on-premise sign guidelines.
- Assist with research for policy development that will help city and county planning and zoning committees and administrators protect the WPR viewshed.

Champion Better Land Use and Conservation Practices

- Develop GIS layers and a visual catalog that documents private land use and private land use change in the WPR viewshed over time.
- Educate private and public landowners adjacent to WPR and in the viewshed about local, state and federal conservation programs and incentives.
- Present an award that recognizes private landowners who enhance the viewshed through implementation of conservation or beautification practices.
- Work with communities, public and private partners to apply for funding for residential and business boulevard beautification, including tree and native flower plantings, green space, park improvements, and other Immediate Foreground and Foreground improvements.

Assist in Roadside Management Efforts

- Encourage WPR cities and counties to participate in Iowa's Integrated Roadside Vegetation Management Program (IRVM), Trees Forever community planning, and other opportunities that maximize roadside beautification and improvement.

- Provide technical assistance to city administrators, county engineers, and roadside managers to help them secure Living Roadway Trust Funds, Fish and Wildlife Foundation grants, and other funding for land purchase and roadside plantings that result in a high percentage and diversity of native flowers in and adjacent to the WPR right-of-way.
- Use Integrated Vegetation Management (IRVM) to ensure that right-of-ways and easements owned by utility companies meet compliance by law and also grow sustainable and native plant species that support wildlife.
- Provide technical assistance to community leaders and citizens groups to plan and implement community entrance enhancements that include native flowers and other low maintenance improvements that can beautify the Immediate Foreground and the Foreground by planting native prairie species in ditches and right-of-ways for at least several hundred yards entering and exiting each community on the byway.
- Work with public and private partners to plant and manage diverse native habitat along the byway with the purpose of not only beautifying the route but also establishing habitat for pollinators, birds, and other watchable wildlife that enrich the byway traveler's experience.
- Work with partners such as the Iowa DOT, Keep Iowa Beautiful Program, and Byways of Iowa Foundation to encourage local participation in roadside adoption programs that reduce litter along WPR.

Public Land Management

- Educate public land managers about WPR and the importance of its corridor and viewshed, its significance within the state and national byway system, and the related significance of public lands.
- Invite city, county and state public area managers to act as liaisons to the WPR Board, serve on committees, attend meetings, and provide input for initiatives.
- Encourage and support public programming that promotes na-

tive vegetation and ecosystems, encourages biodiversity, increase invasive species management, and fosters a positive conservation ethic.

- Advocate for protection of high value areas along community outskirts and other highly visible view shed locations. Work with city and county planners to maintain the natural areas surrounding the byway's communities, and maintain the communities' rural character through careful planning.
- Work with public land managers to secure technical, financial, and volunteer assistance for control of invasive species and noxious weeds in public areas.
- Encourage and empower communities to develop and implement Community Tree Plans that include diverse tree planting and management.
- Educate and assist communities with planning for removal of trees impacted, or soon to be impacted, by the Emerald Ash Borer, Gypsy Moth, and other invasive pests.
- Assist WPR communities and counties with development of Iowa RESP and other local, state, and federal program grants that help them secure funding and technical assistance for native vegetation plantings, land and water trail development, interpretive centers, informational and educational kiosks, and other improvements to public amenities and properties within the WPR viewshed.

SECTION 7: RECREATIONAL RESOURCES



RECREATIONAL RESOURCES

Recreational quality involves outdoor recreational opportunities associated with, and dependent upon, the byway corridor's landscape. Examples include biking, boating, canoeing, hiking, fishing, and more. Even driving the route may count as a recreational activity.

According to the 2009 Iowa Rivers and River Recreation Corridors Survey, rivers offer a lot of recreational activities for Iowans to enjoy. These include fishing, hunting, canoeing/paddling, swimming, trails, camping, relaxing, observing wildlife, and more.

The highest percentage of people visiting Iowa's rivers were 25 years old or younger (71.7%), while people over 60 were the lowest percentage. Male visitors constituted 53% of those surveyed, while 38% reported as female. Families with three or more adults had a higher visitation rate than small families, and families with children were more likely to visit than families without children.

River visitors were most likely to visit friends (67%), sightsee (65%), travel scenic byways (53%), visit historical areas (50%), and attend festivals (45%). Fewer river visitors visited museums (35%), shopped (31%), visited casinos (22%) or ethnic attractions (13%).

The most important considerations of those surveyed when selecting a river were proximity to home (43.2%), water quality and habitat (17.3%), and convenience for meeting friends (12.9%). Available facilities (11.4%) and available recreational activities (9.8%) were other considerations.

In ranking the factors that made a visitor feel positive about a river, the most important were: 1) water quality - safe for human contact, 2) the natural setting along the river bank (forest, prairie, etc.), 3) a flowing stream - no obstructions, abundant game fish, etc., and 4) restrooms, shelters, etc.

7.1 Outdoor Recreation by Venue or Location

Adair City Park

Leased from the railroad in January 1918, the five acres north of the railroad and between the two bridges was a perfect spot for the city park. It was named Melvin Memorial City Park in honor of W. Melvin Magaarell, the first Adair young man killed in World War I. It was later sold to the town in 1958 for \$6,500. The City Park has a nice picnic shelter, playground equipment, restrooms, and a marker denoting the Jesse James train robbery that happened just southwest of town in the 1800s. RV (with water and electric access) and tent camping is allowed.

Casey City Park (aka Abram Rutt Park)

Located close to I-80, this city park features a playground, basketball court, RV camping lanes and tent areas, a shelter house, dump station, and more. Fundraising for renovations was underway in 2022. Originally named the Abram Rutt Park after the pioneer businessman, the park was considered one of the best overnight camping facilities on the main highway from Des Moines to Council Bluffs and Omaha. Chautauqua performances were held here every summer for many years. Once in the very early 1920s, several hundred soldiers - most fresh from fighting in World War I - encamped in the park for a day or so on a marching exercise to Des Moines.

5x80 Golf & Country Club

Southwest of Menlo, this 9-hole private golf course comes complete with a clubhouse and pool. Facilities include a challenging yet playable tree lined golf course, professional putting green, restaurant, and outdoor swimming pool. The 5x80 Development Corporation was the parent of the 5x80 Recreation Corporation (a separate group formed in 1964 to sell memberships to the 5x80 Golf and Country Club).

“5x80” stands for the five towns along I-80 - Adair, Menlo, Casey, Stuart and Dexter.

Nations Bridge Park

Nations Bridge Park, located along Wagon Road/P28 in Stuart, offers a variety of recreational opportunities to the public and is a favorite spot for many. The park has a total of 81 acres that can be used for camping, picnics, kayaking, hiking, bird watching, fishing, disc golf, and horseshoes. Wildlife is abundant at Nations Bridge Park. Deer, turkeys, squirrels, rabbits, quail, raccoons, coyotes, and a variety of songbirds can be seen at the park. Nature trails can be found throughout the park and a self-guided nature trail is located on the east side of the park.

The South Raccoon River, which is the first point of access on the South Raccoon River Water Trail - Route B, also provides quality cat-fishing. A favorite spot for fishing is the old swimming hole just below the shower building. Swimming is not allowed in the river.

Stuart International Speedway

Dirt track racing is the single most common form of auto racing in the United States. According to the National Speedway Directory, there are over 700 dirt oval tracks in operation in the United States.

The composition of the dirt on tracks has an effect on the amount of grip available. On many tracks people will find clay is used with a specific mixture of dirt. Tracks are sometimes banked in the turns and on the straights. This banking is utilized primarily to allow vehicles to carry more speed through the corners. However, some tracks prefer less banked turns. Each track surface will most often be different in one way or another.

Stuart International Speedway is a 1/4 mile clay track. Classes include:

IMCA Hobby Stock, IMCA Modifieds, IMCA Stock Cars, Cruisers, Dwarf Cars, IMCA SportMod

Started in the spring of 1964 by business partners Larry Allsup and Ted Hiscocks, the speedway offered stock car races on Tuesday and Saturday evenings, drawing a number of drivers from central Iowa.

Stuart Speedway was a primary location for the filming of the 1967 movie *Fever Heat*.

Stuart Sports Complex

The City of Stuart offers a sports complex with five athletic fields and a soccer complex available for use. The five athletic fields are as follows:

- Field #1: Jim Kloewer Baseball Field
- Field #2: T-Ball Field
- Field #3: Softball Field
- Field #4: Little League Baseball Field
- Field #5: Old Football/Rec. League Soccer Field

There is no charge or deposit required to use the athletic fields. In general, facilities are available for use from April 1st-October 31st, weather and field conditions permitting.

Lawbaugh City Park

Lawbaugh City Park in Stuart has two shelters - a gazebo and a shelter house - as well as a playground and restrooms.

Raccoon Ridge Music Hall and 3-D Archery Course

Host your next gathering at this event facility nestled in the country north of Stuart or attend one of their many dances. Or you can hike the nearby trails, camp or test your aim on their 3-D archery course.

Stuart Aquatic Center

The aquatic center boasts three water slides, a diving board, a basketball hoop, a giant shark, and a splash park. This outdoor pool is open seasonally.

Stuart Recreation Center (American Legion Hall)

The center offers rollerskating and other activities. Rollerskating is offered seasonally in the fall and winter. Opened in 1979, the Stuart Recreation Center skating rink has offered family fun at affordable prices since it was built. The Stuart American Legion owns the center, and a manager and volunteers keep the wheels rolling every Friday and Saturday evening from fall to spring.

Organizer Bob Cook says the skating rink is a unique amenity for a town the size of Stuart. "It is one of the things that gives the Stuart area a competitive advantage. It offers a recreational opportunity that is easy to come to, affordable for most families, and a good alternative to electronic entertainment for young people."

Stuart Bowl Lanes and Lounge

Stuart Bowl offers open bowling, leagues and tournaments. Their lounge has a full menu.

Menlo City Park & Campground

Menlo City Park offers camping with water and electric access (sewer access will be added soon). It has new playground equipment, a new shelter house and picnic tables, and restrooms.

Rock N Ranch Events and Campground

This event site north of Menlo offers individual cabins and tent sites with water and electric access. It is ideal for family reunions, weddings, birthday parties, and company picnics. Rock N Ranch offers add-on services such as hay rack rides, outdoor movies, nature walks, fishing, and more.

Dexter Centennial Park

Dexter Centennial Park is located on the north side of WPR just east of the fire station. There is a climbing tower, slides, merry-go-round, and other playground equipment, and a paved walking trail around the perimeter with ten low-impact wellness exercise stations. There is a popular interactive 10-hole disc golf course, and a shelter house with picnic tables and new restrooms. A rustic bridge built in 1916 spans a creek near the cemetery. It was moved to the park years ago.

The park is named "Centennial" after Dexter's Centennial. A school bell which was originally placed at the Dexter Normal School in 1879 was moved to a prominent place in the park in 1968 to mark the town's Centennial. There is also a memorial to the men of Dexter who paid the ultimate sacrifice during their military service.

Beaver Lake Wildlife Management Area

An area of 299 acres managed by the Iowa DNR and the Saylorville Wildlife Unit, Beaver Lake offers hunting (pheasant, rabbit, and dove), fishing, and camping.

Located 1 & 1/2 miles north of Dexter, the campground offers water and electric access, fire pits, and picnic areas. There is boat access and fishing at the lake, including bluegill, channel catfish, and largemouth bass. The lake is stocked with channel catfish every couple of years.

Correll Wildlife Area

Although located in Guthrie County, this 45-acre parcel was donated to the Adair County Conservation Board in 1998 by the families of Karl and Grace Correll who were lifelong supporters of wildlife conservation. Karl was one of the five original members of the Adair County Conservation Board, serving from 1959 to 1970. This donation of land was intended as a legacy for present and future

generations to enjoy and preserve for conservation, education and recreation. Thirty of the area's forty-five acres are restored prairie. A mowed hiking trail winds through 1.5 miles of tall prairie grass. Public hunting is permitted. Correll Wildlife Area is located one mile east and one mile north of Adair, on Elk Avenue and 105th.

7.2 Recreational Resources by Activity

Archery

Test your aim at Raccoon River Archery, located at 3281 298th Lane in Stuart. Operated by Gary and Linda Thompson, RRAC offers a wide range of high-quality 3d targets. Raccoon Ridge is always making additions and improvements so it is never the same course twice. Competitive classes offered include limited, unlimited, traditional, open, women's, bare bow, youth, and cub. The course is open year-around and now has two 22-target sections, and one 14-target section.

Birding

Nearly 47 million people in the United States (approximately 20% of the entire population) are engaged in birdwatching, according to the preliminary findings of the 2016 Natural Survey of Fishing, Hunting, & Wildlife-Associated Recreation, produced by the U.S. Fish & Wildlife Service. Birders join other wildlife watchers in contributing a total of nearly \$80 billion to the U.S. economy.

"Birding in the U.S.", an addendum to the survey, shows that bird watchers spend nearly \$41 billion annually on trips and equipment. Local community economies benefit from the \$14.9 billion that bird watchers spend on food, lodging and transportation. In 2011, 666,000 jobs were created as a result of bird watching expenditures.

In Iowa, there are 531,000 birders, age 16 and higher, according to

"Birding in the United States - A Demographic and Economic Analysis."

Iowa is part of the Mississippi Flyway. "The Mississippi River is one of the major migration pathways, both spring and fall, through North America," said Doug Harr, president of Iowa Audubon. "We get a lot of birds that stop here in Iowa on their way north or south."

The Iowa Ornithologists' Union has identified 426 species of birds that can be spotted in Iowa in a given year, including around 200 species that nest in Iowa during the spring and summer, another 100 that spend winters in the state and more than 100 bird species that spend short periods in Iowa during their annual migration.

Birding along WPR may be enjoyed at:

- Nations Bridge Park
- Beaver Lake Wildlife Management Area
- Correll Wildlife Area

Bowling

Bowling along the WPR is available at:

- Stuart Bowl Lanes & Lounge

Camping/RVs

According to rvsmoveamerica.org's June 2019 RV Industry Association, RVing has a \$114 billion economic impact on outdoor recreation in the United States, and RV ownership is now at an all-time high. 25 million Americans go RVing, and 10.5 million households own an RV.

RVing provides a flexible platform for traveling - RV travelers have freedom and flexibility in scheduling trips and making changes to their itinerary. RV travel doesn't require much pre-planning, making it ideal for mini-vacations or weekend getaways. RVers are in control of their

environment, have privacy, and often save money on travel. RVers enjoy sightseeing (79%), visiting national and state parks (73%), historic sites (66%), hiking (63%), fishing (48%), visiting friends and family (54%), and attending festivals and fairs (49%).

Camping via tent or RV is allowed along WPR at:

- Adair City Park
- Casey City Park
- Nations Bridge Park
- Menlo City Park Campground
- Rock N Ranch Events and Campground (Private property)
- Beaver Lake Wildlife Management Area

Canoeing/Kayaking

Canoeing and kayaking appeal to multiple age groups. The highest percentage (21%) were under the age 25, while 16% were between the ages of 35-49, 12% each between 26-34 years and 50-59 years.

Places to canoe/kayak along WPR:

- Nations Bridge Park
- Beaver Lake Wildlife Management Area

Dirt Track Racing

Dirt track racing is the single most common form of auto racing in the United States. According to the National Speedway Directory, there are over 700 dirt oval tracks in operation in the United States.

Dirt Track Racing along WPR is available at:

- Stuart International Speedway

Disc Golf

Disc golf is a flying disc sport in which players throw a disc at a target; it is played using rules similar to golf. It is usually played on a course with 9 or 18 holes. Players complete a hole by throwing a disc from a tee area toward a target, and throwing again from where the previous throw landed, until the target is reached. Usually, the number of throws a player uses to reach each target is tallied (often in relation to par), and players seek to complete each hole in the lowest number of total throws. The game is played in about 40 countries and, as of 2019, there are 53,366 active members of the PDGA worldwide.

Disc golf is a rapidly growing sport worldwide, and is the 4th fastest growing sport in United States, behind mixed martial arts, roller derby, and parkour (“Golf, Parked: The Sociology of Disc”, May 1, 2017). DGCourseReview.com, which tracks courses worldwide along with opening dates, shows a rapid increase in installed permanent courses with an average of more than 400 new courses added each year between 2007 and 2017.

Disc Golf may be played along WPR at:

- Nations Bridge Park
- Dexter Centennial Park

Fishing

According to the 2009 Iowa Rivers and River Recreation Corridors Survey, fishing appeals mostly to a younger generation. 73% of those who fished on the survey were under 25 years of age. 54% were 26-34 years, and 52% were 35-49 years. The percentages decreased as the age ranges grew higher.

Not surprisingly, the longest time spent at rivers by activity went to fishing (21.9%), which almost tied with relaxing (21.1%).

Channel catfish and carp are the major species of fish found in these streams. The minor species found are flathead catfish, bullhead, and walleye.

Fishing along WPR is available at:

- Nations Bridge Park
- Rock N Ranch Events and Campground (Private property)
- Beaver Lake Wildlife Management Area

Golf

Golfing along WPR is available at:

- 5x80 Golf & Country Club (Private; Members only)

Hiking

According to the 2009 Iowa Rivers and River Recreation Corridors Survey, there are more female visitors enjoying trails than male visitors. Ages were fairly evenly split, with the highest percentage of trail users between the ages of 50-59 (44%), with a slight decrease in ages 26-34 years and 35-49 years (both at 42%), followed by under age 25 (40%), between 60-75 years (38%), and 75 years or older (30%).

Hiking along WPR is available at:

- Nations Bridge Park
- Correll Wildlife Area

Hunting

According to the 2009 Iowa Rivers and River Recreation Corridor Survey, hunting appealed mostly to a male audience, with 39% under the age of 25 years. 16% were between the ages of 26-34 years, 14% were 35-49 years, and 12% between 50-59 years.

Hunting along WPR is available at:

- Nations Bridge Park
- Correll Wildlife Area

Rollerskating

Rollerskating along WPR is available at:

- Stuart Recreation Center (American Legion Hall)

Swimming

Swimming along WPR is available at:

- Stuart Aquatic Center
- 5x80 Golf & Country Club (Private; Members only)

7.3 Challenges & Opportunities

Water Quality

Beaver Lake Assessment Summary:

Overall Category 4 - Water is impaired or threatened, and a TMDL has been completed or is not needed.

The Class A1 use of Beaver Lake is assessed (monitored) as “not supported” due to the presence of aesthetically objectionable conditions caused by algae blooms creating low water clarity. The Class BLW use is assessed (evaluated) as “partially supported” based on information from the IDNR Fisheries Bureau. Class HH use remains assessed as “fully supported” based on fish tissue sampling. Note: A TMDL for algae and pH in this lake was prepared and approved by EPA in October 2014. Because the primary Section 303(d) impairment identified for the current assessment/listing cycle (algae) is addressed by the TMDL, this waterbody is placed in IR Category 4a (impaired; TMDL approved).

While the Secchi TSI Value has remained the same, the Chlorophyll a TSI values have continued to increase between the 2014 and 2018 assessment/listing cycles, suggesting water quality continues to degrade.

South Fork Middle River, confluence from tributary in NE1/4 SW1/4 S33T78NR32W Guthrie Co. to headwaters in S28 T78N R33W Guthrie Co.

Overall Category 3 - Insufficient data exists to determine whether any designated uses are met.

Due to changes in Iowa's surface water classification approved by U.S. EPA in 2008, this segment has presumptive Class A1 primary contact recreation and Class BWW1 warm water aquatic life designated uses. According to Iowa Water Quality Standards, all perennial streams and intermittent streams with perennial pools that are not specifically listed in the Iowa surface water classification are designated as Class A1 and Class BWW1 waters.

Middle River, confluence with Bush Branch to confluence with unnamed tributary - Guthrie County

Overall Category 3 - Insufficient data exists to determine whether any designated uses are met.

Prior to the 2008 IR cycle, this segment had only the Class B(LR) warm water aquatic life designated use. Due to changes in Iowa's surface water classification approved by U.S. EPA in 2008, this segment now has the presumptive Class A1 primary contact recreation designated use and the warm water aquatic life designated use is now Class BWW2.

North River, confluence with tributary in NE1/4 SW1/4 T77N R31W Sec 11 Adair Co. to headwaters in center S25 T78N R32W Guthrie Co.

Overall Category 3 - Insufficient data exists to determine whether any designated uses are met.

Due to changes in Iowa's surface water classification approved by U.S. EPA in 2008, this segment has presumptive Class A1 primary contact recreation and Class BWW1 warm water aquatic life designated uses. According to Iowa Water Quality Standards, all perennial streams and intermittent streams with perennial pools that are not specifically listed in the Iowa surface water classification are designated as Class A1 and Class BWW1 waters.

South Raccoon River, from confluence with Middle Raccoon R. (S9 T78N R29W Dallas Co.) to confluence with Brushy Cr. in S22 T79N R31W Guthrie Co.

Overall Category 5 - Water is impaired or threatened and a TMDL is needed.

The Class A1 use (Recreation Primary Contact) remains assessed as "not supported" due to levels of indicator bacteria that violated state water quality criteria. The Class BWW1 use (Aquatic Life Warm Water Type 1) remains assessed as "partially supported" due to a fish kill investigation. All other designated uses were "not assessed".

Prior to the 2008 Section 305(b) cycle, this stream segment was designated only for Class B(WW) aquatic life uses, including fish consumption uses. Due to changes in Iowa's surface water classification that were approved by U.S. EPA in February 2008 and the results of a Use Attainability Analysis, this segment is also now designated for Class A1 (primary contact recreation) uses. This segment remains designated for warm water aquatic life use (now termed Class B(WW1) uses), and for fish consumption uses (now termed Class HH (human health/fish consumption uses)).

7.4 Goals and Strategies

While the White Pole Road Scenic Byway offers primarily driving the road itself as a main recreational activity, there are many active recreational opportunities that could be better promoted and utilized.

Goals of WPR in terms of recreation include:

- To improve, expand and preserve existing recreational opportunities
- To improve understanding of the recreational opportunities among residents
- To improve promotion and marketing of recreational activities to travelers
- To increase educational and interpretive opportunities at recreational facilities along the corridor

Best Practices Compiled by The Outdoor Recreation Roundtable:

1. Identify and Empower Local Champions

For outdoor recreation to take hold as a viable economic driver within a rural community, the community must already have access to outdoor recreation assets and exhibit a passion for outdoor recreation.

“When these efforts are pushed by the local or state government—they’re viewed with suspicion... It’s generally really important that this comes from the grassroots.” - Jon Snyder, Outdoor Recreation and Economic Development Senior Policy Advisor to Washington Governor Jay Inslee

“Say a community wants to be a mountain bike destination, there have to be residents in the town who are willing to get behind it and push it, and support the economic and recreation side of it.

They are going to be the ones writing grants, talking to the town council. It makes all the difference when it comes from the community.” - Pitt Grewe, Director of the Utah Office of Outdoor Recreation

In many situations, this leadership can be as time-consuming as a full-time job. As leaders emerge within a community, state and local agencies or nonprofits may consider compensating them for time spent on administrative work and coalition-building.

2. Create a Brand and Unity Behind Consistent Messaging

A well-articulated community brand can attract new visitation and attention to a town or region while sustaining local character and values, and increasing local pride.

As James Glover, a branding consultant who has helped develop outdoor recreation in rural towns like Farmington, NM puts it, “Communities don’t always understand branding or what that is. Communities need to understand that they already have a brand, good or bad — it may not be what they want now, but they have the ability to shape and manage the brand moving forward. At the highest level, rural communities can’t be all things to all people—they are often so hungry to attract new residents and businesses, prospects end up not being a good long-term fit or align with their own values and offerings.”

Brand development may include designing logos, signage, marketing materials, and a mission and vision statement, identifying a consistent voice for external engagements, and creating a strategic plan. These efforts give a degree of control to the local community about how they are perceived and treated by visitors and locals alike, and set a trajectory for further development.

To bolster local champions, the community should unite behind and disseminate consistent messaging on the benefits of outdoor recreation. In doing so, they can dispel notions that outdoor recreation strictly benefits tourists, which can be a red flag for rural

communities.

Messaging around the economic benefits of outdoor recreation should close the divide between outdoor recreation and economic development by focusing on the job-creating and job-supporting aspects of outdoor recreation assets. Outdoor recreation can create new jobs in manufacturing, transportation and warehousing, finance, insurance, advertising, professional and technical services, and supports existing businesses with new clientele and increased economic activity.

Many people choose to live and work in communities with a high quality of life and outdoor recreation opportunities. Therefore, outdoor recreation supports rural economies through both attracting new business development and retaining talent.

3. Build Collaborations

After a community identifies its local champions, it should build representative stakeholder groups that unite diverse public and private interests from the community around the same table. Best practices suggest that these groups initially should be small, focused, and reliable, and only expand as momentum and interest grows behind the vision.

These stakeholder groups may include some combination of:

Regional/Local:

- County Commissioners
- Local land trusts
- Adair County Conservation
- Guthrie County Conservation
- Dallas County Conservation
- Economic Development Groups
- Planning and Development Departments*
- Outdoor recreation advocacy groups*

- Private landowners
- Outdoor retail businesses*
- Water Utilities
- Private businesses (e.g. restaurants, breweries, artists, hotels/ lodging, farming/ag, engineering, realty, gear and other manufacturing, construction)
- Chambers of Commerce (& Tourism Organizations)
- Healthcare providers
- Education providers
- Entrepreneurship groups/Business incubators*
- Historical Societies
- Historical Preservation Commissions
- Local Museums*
- Philanthropies and foundations*

**May also be state/national in scope*

State:

- State Land Management Agencies (State Parks)
- State Departments of Conservation and Natural Resources (DCNR)
- State University Cooperative Extension
- Community Colleges
- Governor's office
- State Offices of Outdoor Recreation

Federal Land Management and Resource Agencies:

- U.S. Forest Service
- National Park Service

- Bureau of Land Management
- Bureau of Reclamation
- Natural Resources Conservation Service
- Environmental Protection Agency

Federal Funding and Assistance Agencies:

- USDA Rural Development
- Appalachian Regional Commission
- Small Business Administration
- National Institute of Food and Agriculture

“It’s important to mobilize a steering committee that is cross-sector, committed, and dedicated, involving representatives from the city or town, private business owners, community foundations, nonprofits, state agency (if applicable), federal agency (if applicable), and other stakeholders as part of the group. That, and just having people in the community – what I call the community spark plugs – who have the dedication and “oomph” to keep things moving. That’s what holds it together.” - Steph Bertaina, EPA Office of Community Revitalization

By striving for broad representation, stakeholder groups can ensure that the right players are informed and ready to mobilize politically at the local and state levels, provide funding and education, and/or aggregate resources to support new projects and initiatives.

“The importance of bringing federal partners to the table should not be understated. It’s important to have the federal agency players together in the room. It allows them to share the resources they have on the spot as well as participate in the visioning process.” - Steph Bertaina, EPA Office of Community Revitalization

4. Provide Professional Development and/or Technical Support

State and local entities can support community economic development by providing targeted trainings to local stakeholders to fill capacity gaps to develop outdoor recreation businesses.

“Most of our rural communities don’t have grant writers or people who have the time or resources to constantly look for grant opportunities.” - Amy Allison, Director, North Carolina Outdoor Recreation Industry Office

These administrative challenges for a small town can be difficult when considering applying for federal grants, which require NEPA compliance, reporting, and/or additional policies and procedures (for instance, a traffic management plan requirement from a state Department of Transportation).

To mitigate these challenges, state leaders cited utilizing or planning to create resources including:

- Grant writing training and awareness of notice of funding opportunities
- Clear and accessible lists of grants, loans, and technical assistance that support outdoor recreation
- Economic data and research on the benefits of outdoor recreation
- Marketing and branding services
- Entrepreneurship workshops and workforce trainings
- Conferences and events
- Toolkits to combine the resources above and others

5. Identify Funding Partners

Committed funding partners are an integral component for outdoor recreation collaboratives to have a real impact in the community. The following funding sources for outdoor recreation economy development from organizations include but are not limited to:

Federal government and affiliated programs:

- Bureau of Land Management - Land and Water Conservation Fund
- Department of Transportation - Recreation Trails Program
- Economic Development Administration - Economic Adjustment Assistance Strategy and Implementation Grants
- Environmental Protection Agency
- Federal Emergency Management Agency (FEMA) - Building Resilient Infrastructure and Communities Program (BRiC)
- National Park Service - Land and Water Conservation Fund; Rivers, Trails and Conservation Assistance
- U.S. Fish and Wildlife Service - Land and Water Conservation Fund
- U.S. Forest Service - Land and Water Conservation Fund; Community Forest Program; Forest Legacy Program
- USDA Innovation Center - Rural Economic Development Initiative (REDI)
- USDA Rural Development
- USDA Natural Resources Conservation Service

Colleges and Universities:

- Land Grant University Extension Services

Local government and affiliated programs:

- County Commissioners
- Departments of Economic Development
- Town Council
- Local nonprofits
- Local land trusts

National nonprofits:

- Backcountry Hunters and Anglers
- Conservation Alliance

- Leave No Trace
- National Governors Association
- Rails-to-Trails Conservancy
- The Access Fund
- The Conservation Fund
- The Nature Conservancy
- The Wilderness Society
- Trust for Public Land
- Trout Unlimited
- Winter Wildlands Alliance

Private Philanthropic Foundations:

- Benedum Foundation
- Blue Sky Funders
- Greening Youth Foundation
- National Forest Foundation
- Outdoor Foundation
- Turner Foundation
- Walton Family Foundation
- Wyss Foundation

State government and affiliated programs:

- Departments of Economic Development
- Departments of Conservation and Natural Resources
- State Business Development Initiatives
- State Offices of Outdoor Recreation
- State Outdoor Recreation Grants

- State Parks
- State Rural Development Initiatives
- State Water Utilities

6. Achieve Buy-In From the State

While local passion and stakeholder group formation help serve as the spark for planning, several interviewees cited the importance of buy-in from their state to ensure the long-term sustainability of outdoor recreation economies.

Frequent cooperation between state and local stakeholders helps ensure coordination between the region's public lands and stewardship goals, and the state's economic and community development programs. Outcomes of this partnership could be built infrastructure, new policy and grant programs, or dedicated state offices to train rural communities.

Other avenues for support include state parks departments, whose park managers, superintendents, and staff often have close ties to these communities. Park staff work to build relationships with community members, stakeholders, volunteers and/or non-profits such as youth conservation corps in developing resources within parks, augmenting programming and increasing economic development potential.

7. Ensure Value Capture Throughout the Corridor

It is advantageous to capture visitors' spending throughout the value chain to multiply benefits for the community. Additionally, flexibility and creativity in the structure of taxes and permitting can also contribute to these benefits. Tax structures may include new lodging or sales taxes to capture visitors' economic choices.

“If folks go down trails and camp, but bring their own food and only

buy gas, that has zero impact on the local economy. We want someone to be able to get off a trail and have an opportunity to spend money on music, arts and crafts, etc. so that they can stay a day or two and really invest in the visit. That means that the whole vision must be considered--make sure the trails connect to the overall quality of the visit. If you can get people off the trail right into downtown to buy lunch, visit a local outfitter, bring friends along and come back and spend several days/nights on the trail, that sells it for us.”

- Molly Theobald, Director of the Division of Critical Infrastructure, Appalachian Regional Commission

SECTION 8: HISTORICAL RESOURCES

DALMANUTHA
POST OFFICE
1863

1955 SITE OF
DALMANUTHA
ON STAGE NEWTON
TRAIL 1979

HISTORICAL RESOURCES

“Historical Resources encompass legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.” – Scenic America

The historic quality of a byway links events, buildings and spaces to important events, architecture and human activities. The integrity of historic qualities includes location, design, workmanship, feeling, and association.

8.1 History of White Pole Road

“At first, the roads were dirt, maintained by the farmers. The county would designate what road the farmer had to grade, and that’s how the farmers paid their taxes.”

—Robert Larson

“My father had the contract for the White Pole Road. We had four horses that we used to drag it for the county. We’d take turns doing it: my father, my brother, and me. Every fall my father would go to the county and get paid for the job we had done. We used that money to buy clothes for school. There was no gravel or anything on that road, just mud. It would rain and people would drive on it and there would be ruts in the road and we would have to drag it smooth. I was really glad when tractors came out, because it made the job a lot easier.”

—Roy Gilman

On March 8-9, 1910, Governor B. F. Carroll conducted a Good Roads Convention in Des Moines, with about 2,000 delegates representing every county in the state. It was decided that a statewide, well-maintained road, stretching river-to-river from Davenport to Council Bluffs, would help change Iowa’s reputation of having impassable roadways. The road would follow a more northern route from Des Moines to Omaha than had been previously promoted by the towns of Adair, Casey, Menlo, Stuart, and Dexter. The two routes were hotly debated at the River to River Caucus at the Hotel Kirkwood, which was held in conjunction with the Good Roads Convention. The White Pole Auto Club (formerly known as the Southwestern Iowa Auto Club) thought that their road (which ran no more than one mile from the rail line) would be a better route, and they set out to prove it.

The original White Pole Road was designated in 1910, and expanded from Des Moines westward to Council Bluffs, following the Chicago, Rock Island, and Pacific Railroad. It was a straighter, more level, and shorter route across western Iowa, affording stops at towns every five to six miles along the way.

The Des Moines to Omaha route was eventually extended east from Des Moines to Davenport in the fall of 1912, with plans to eventually extend from Chicago to Denver. It was intended to be a national byway of unsurpassed excellence, and one of the greatest projects of the decade. With the President of the Great White Way Association being the editor of *The Des Moines Register* and *Leader Evening Tribune*, there were many publicity tours and stunts orchestrated along the road. (The River-to-River Road, meanwhile, was promoted by the *Des Moines Daily Capital*.)

The great debate over which route was better transpired into the Great Automobile Race Across Iowa on December 28, 1912. Don McClure of Oskaloosa raced along White Pole Road, and Peter Peterson of Davenport raced along River-to-River Road. They raced at unheard of speeds, while young children, pigs and chickens were shoed off the road. Peterson was held up by freight trains, tire blowouts, and horse-

drawn wagons, while McClure suffered a leaking gas tank. McClure crossed the finish line first, 36 minutes ahead of Peterson, with an actual run time of 9 hours, 12 minutes. He recorded an average speed of 37.5 miles per hour, traveling 346 total miles. White Pole Road was triumphant in this first-ever statewide race, and proved its route was best.

The State Legislature created the Iowa State Highway Commission in 1913, and the Iowa Highway Route Registration Act gave the commission the role of registering named trails that were more than 25 miles long. The Great White Way Association applied on October 6, 1913, paid the \$5 fee, and was awarded a certificate on July 30, 1914. It was the first certified route under the provisions of the State Highway commission's rules.

More and more named trails became official over the years, and so to eliminate confusion, the Iowa State Highway Commission started numbering the state's main highways. In 1920, the White Pole Road became State Route 2. Two years later, the River-to-River Road merged with part of the White Pole Road to create the Whiteway-7 Highway, which stretched from Chicago to Omaha. The only part of the Great White Way that was chosen for this merger was the road from Council Bluffs to Dexter – our area's southern, more direct route!

By the mid 1920s, there was also a push to get Iowa "out of the mud" and soon gravel, paving and road construction took over. Roads continued to be merged, descriptive names disappeared from public use, and new routes evolved. The federal government designated the Whiteway-7 Highway as part of the national system of military roads in 1925, indicating further development and funding.

The U.S. route numbering system was completed in 1926 to alleviate the confusion created by the increasing number of major routes with names that changed from state to state. Whiteway-7 was renumbered U.S. Highway 32, which was fast becoming one of the main arteries

for coast-to-coast travel across the nation.

In December 1931, Highway 32 was again renamed and sections of the old White Pole Road officially became part of U.S. Highway 6, which at one point was the longest continuous east-west route in the United States, stretching from Cape Cod, Massachusetts, to Long Beach, California.

The Federal Aid Highway Act of 1944 authorized designation of an Interstate System of over 40,000 miles. Federal and state highway officials worked together to select the routes. Designation of an east-west route through Iowa was again controversial. It was thought that a designation would mean that the route would be upgraded on its alignment to the Interstate, but these routes were ultimately bypassed altogether. The federal government announced the decision in 1947 and U.S. Highway 6 became the route for the Interstate.

In 1965, Interstate 80 was completed in the area and the popularity of White Pole Road diminished. In 1980, parts of I-80 were declared U.S. 6 in order to save on federal transportation costs, and the section of old Highway 6 between I-80 exits 76 and 100 was renumbered State Highway 925. Finally, in 2003, Highway 925 was given to area counties, this time to save on state transportation costs.

Over the years, the section of White Pole Road between Adair and Dexter developed an identity problem with all the renaming and renumbering. Around the same time, the Guthrie County Board of Supervisors convinced those communities to change Highway 925 back to White Pole Road. More than 700 telephone poles along this 26-mile stretch have been painted white to lead travelers down White Pole Road.

The White Pole Road Development Corporation formed in 2002. Its

mission is to create a tourism industry that brings new visitors and related revenues to each of its five communities, and improves the quality of life for its residents.

8.2 National Register of Historic Places Sites

The National Park Service oversees the National Register of Historic Places, providing recognition of specific resources for their significance in American history, architecture, archaeology, engineering, and culture. There are six historic sites within the WPR Corridor that are listed on the National Register of Historic Places.

National Register of Historic Places on the WPR Corridor:

Property Name	Street & Number	City
Adair Viaduct	WPR/Over IAIS RR	Adair
All Saints Catholic Church	420 N. Fremont	Stuart
Chicago, Rock Island and Pacific Railroad: Stuart Passenger Station	Front St.	Stuart
Masonic Temple Building	1311 N. 2nd St.	Stuart
Hotel Stuart/Sexton Hotel	203 E. Front St.	Stuart
Dexter Community House, aka The Roundhouse	707 Dallas St.	Dexter

Adair Viaduct

The Adair Viaduct is located on WPR near Adair's City Park. It spans the Iowa Interstate Railroad tracks for 192 feet. In 1908, Adair County built the first bridge at this location over the Chicago, Rock Island and Pacific Railroad tracks near the site of the 1873 Jesse James train robbery, but increased traffic by the 1920s necessitated its replacement. The Iowa State Highway Commission designed the three-span open spandrel arch bridge and the Adair County Board

of Supervisors awarded \$42,263 to build the bridge to the Federal Bridge Company of Des Moines. The structure is somewhat unusual in Iowa in that the bridge is not symmetrical. Because it is located over a deep cut, the two approach spans at 56 feet each are shorter than the main span, which is 80 feet. The bridge was opened to traffic in June 1924. It was listed on the National Register of Historic Places in 1998.

Chicago, Rock Island and Pacific Railroad Depot

The Chicago, Rock Island and Pacific Railroad passenger station is on WPR near the center of Stuart. The town of Stuart was laid out by Charles A. Stuart, for whom it is named, and who was instrumental in bringing the railroad to town in 1868. The depot was completed the following year. It is a single story, side gable, frame structure covered with brick veneer. The segmentally-arched windows are capped with brick hoods and limestone keystones. It contains four rooms that housed a baggage room, men's waiting room, ticket office, and the ladies waiting room. This was one of several buildings constructed in Stuart by the Rock Island Line, which placed a divisional headquarters here from the beginning. Other facilities included a roundhouse (1871) and brick shops (1874) that replaced wood frame structures. In 1897 the railroad moved its facilities to Valley Junction, now in West Des Moines. The depot was listed on the National Register of Historic Places in 1980.

Masonic Temple Building

The Masonic Temple building is on the main street of Stuart, one block north of WPR. The Des Moines architectural firm of Merrill and Smith designed the building in a combination of Romanesque Revival and Colonial Revival styles. The Romanesque Revival influence is found in the use of round-arched windows on the upper floors and the main entry on the first floor. The Colonial Revival influence is found in the clock tower, the stepped roof cornice, and the multi-pane transoms above the second-floor windows.

The Masons built the structure in 1894. Originally the first floor

housed commercial space, with professional offices on the second floor, and the Masonic Order on the third and fourth floors. The Masons sold the building in 1970. The first floor continues to house retail space, and now residential apartments are located on the upper floors. The building was listed on the National Register of Historic Places in 1996.

Sexton House/Hotel Stuart

The Sexton Hotel, also known as Hotel Stuart, is located across White Pole Road, north of the Chicago, Rock Island and Pacific Railroad Depot in Stuart. The building is a two-story, L-shaped, brick veneer structure that was built in two parts. The oldest section was a frame building built by John Sexton in 1893 and housed a restaurant. It was moved to the north and the brick hotel wing was built by Sexton in 1907. The older structure, now the north wing of the larger building, was covered with brick veneer. The primary entry into the hotel is located in the canted entrance bay on the southwest corner of the building. There were 28 guest rooms, and the first floor of the north wing housed the dining hall. The first floor also housed a large lobby, the owner's quarters, and some of the guest rooms.

The hotel served the needs of rail and highway travelers. In 1920 the name of the hotel was changed to Hotel Stuart. The hotel became an agent for the Greyhound Bus Lines in 1938. It was listed on the National Register of Historic Places in 2013.

Dexter Community House/The Roundhouse

The Dexter Community House, also known as The Roundhouse, is a unique building serving many uses over the years. Several prominent members of the community were responsible for the fundraising and building of this community facility. It replaced an older facility that was used for revival meetings and social and entertainment functions. After \$10,000 had been raised, Major Matt King drew up the plans for the building, which was completed in 1917. It continues to be used for a variety of community functions, and for a time it was used as a high school gymnasium. The elliptical-shaped building is 145 feet in

diameter. The exterior is composed of hollow blocks, and they are the support for the dome roof. The interior walls are finished with sandstone. A large stage is located opposite the main entrance. It was added to the National Register of Historic Places in 1975.

8.3 Native Americans in the WPR Corridor

According to Iowa's Historic Indian Location Database (HILD), the earliest accounts of Indians in Iowa came from explorers along the Mississippi, but there are very few tribal locations shown in historical documents in Iowa prior to 1825. After Fort Madison (1808–1813) was overrun, there was no official U.S. presence in Iowa until the establishment of Fort Des Moines No. 1 at Montrose in 1834. Historically, the Dakota traveling range expanded to St. Louis, but the intensity and extent of their habitation range was unknown. Although sparse, the data suggest Dakota were well established along the Upper Iowa and were living in central Iowa as well.

The tract of land now known as Dallas County was included in the territory which the Sac and Fox Indians ceded to the United States Government in the treaty of October 11, 1842. This treaty was negotiated at the Sac and Fox Agency, now Agency City, and was ratified by the Senate on March 23, 1843. By this treaty a tract of land comprising more than two-thirds the present State of Iowa was transferred to the United States, for which the Sac and Fox Indians were to receive \$800,000 in good State stocks, on which the government should guarantee five percent interest per annum. It was stipulated that they were to be removed from the state at the end of three years. Part of them were removed to Kansas in the fall of 1845, and the remainder in the spring of 1846. Choosing to remain, some stayed hidden in Iowa, while others left for the Kansas reservation only to journey back to Iowa over the next few years.

See more under *Archaeological Resources*.

8.4 The Mormon Trail / Newton Stagecoach Route

The first wagon trail was made in the summer of 1846 by the Mormons. They made two trails across Iowa, one crossed through Adair County and one through Guthrie County (the first of several which later marked stage lines, proposed railroad lines and highways within the county). The northern route went up the east bank of the Des Moines River from Nauvoo, Illinois, to Adelphi where a crossing was made. From this point the Mormon's caravan came westward following the watershed between the lower Raccoon and North River, Beaver Creek and Middle River, South Raccoon and the Nishnabotna to a point on the Summit Divide near the present town of Arcadia. From there they turned southwest following a high ridge between the Boyer and the Nishnabotnas to Kaneshville on the Missouri. It was a long route but "a good natural highway." For several years the same trail was used by other immigrants traveling across western Iowa. With the discovery of gold in California, a time of immigration set in toward the west.

The Newton Stagecoach Route was laid out across Guthrie County by Eder B. Newton in 1853. The route was very similar to the trail used by earlier westward travelers like the '49ers. Researched in 2008 by William Frels, a Boy Scout, nineteen signs were created and installed along the 29.4-mile route with funding from local businesses.

In 1854, Middle River Station was built by George Worden at what became the corner of Bear Grove Township. Soon after, Fairview, Morrisburg, Oak Grove, Dalmanutha, and Gopher Station were built. The Gopher Station was built northeast of Dalmanutha by John Betts, and named by passengers who thought it looked like a gopher mound with its sod roof. (The site is marked by a sign at the southwest corner of Maple Avenue and 275th Street. The stage route ran west from here.) The trip from Des Moines to Dalmanutha or Bear Grove took

approximately ten hours to complete by stagecoach.

Late in 1855, the Western Stage Company bought out the stage business of Fink and Walker, who had been running the stage line. Western Stage Company used a line of four horse Concord stages, and with land speculators flocking into western Iowa and eastern Nebraska by the thousands, they did an immense business.

Shortly before 1856, a stage road from Des Moines to Sioux City was established across the northeast portion of Guthrie County. It came up from Adel to Panora and passed through what is now Springbrook State Park. This same year, Eder B. Newton laid out the town of Guthrie Center (at the time, it was in Bear Grove Township). During the summer of 1856, four companies of the famous Mormon Handcart brigade crossed Guthrie County through Morrisburg, Dale City and Dalmanutha. By this time, a still shorter route had been laid out, running directly southwest from Dalmanutha.

After the stage line was discontinued, the trail was still used by homesteaders traveling through on their way west.

Sign #1 - GPS N41.35.220 W094.14.491 - Stuart - Corner of Wagon Road and 280th Road

The route starts at the Dallas County/Guthrie County line on 280th Road. Head west along 280th to continue on the stage route.

Sign #2 - GPS N41.35.406 W094.17.073 - SW corner of 280th Road and York Avenue

Point of Interest: Traveling west on 280th Road, near the intersection of 280th Road and 280th Street, is a sign at the site of Kunkle Cabin, which was the first log home built in Guthrie County. Built in 1848 by Benjamin and Barbara Kunkle, the first permanent settlers in the county, the cabin is no longer standing.

Sign #3 - GPS N41.35.089 W094.17.956 - NW corner of 280th

Road and Walnut

Point of Interest: The farm site to the west of the sign (on the south side of 280th) was a stage stop known as Harbor Stage Station. Just west of the sign is where the first post office in the county, known as Allen, was established. It opened in August 16, 1852 and was kept in the cabin of the postmaster J.W. Cummins. It was moved in 1855 to Fairview (Morrisburg) and later to Dale City.

Sign #4 - GPS N41.036.090 W094.12.088 - NE corner of 280th Road and Wagon Road

Point of Interest: South of the sign and before turning on 285th, you'll pass the ghost town of Morrisburg and the remaining cemetery. In 1855, James Moore and Jonathan Morris laid out a town by the name of Fairview. It was changed in 1856 to Morrisburg as the name Fairview was already in use in Iowa. By 1870, saloons were plentiful and there were lots of other businesses, but when the railroad superseded the stage lines and did not go through Morrisburg (followed by a tornado in 1871), the town rapidly declined. Some moved to Dale City while others tore down their buildings and moved on.

Must see: Morrisburg Church and Cemetery

Sign #5 - GPS N41.35.844 W094.19.363 - NW corner of Wagon Road and 285th Street

Point of Interest: In the small incorporated town of Dale City, there are two signs. One reads "Post Office, Dale City, 1865-1883" and the other "Dale, 1883-1922." The town of Dale was laid out in 1862. That same year, Lonsdale and Kenworthy started a store at the Lonsdale Woolen Mills. (This business began the decline of the nearby town of Morrisburg.) The woolen mills closed in 1917 when dyes from Germany could not be obtained due to the war. When it closed, the population of Dale began to decline. Dale was an important stop along the Underground Railroad that passed through southern Guthrie County.

Must see: Smoke stack remnant from mill still laying by river

Sign #6 - N41.35.845 W.094.22.265 - NE corner of 285th Street and Tank Avenue

Point of Interest: Head south on Tank Avenue and west on 283rd Lane?. Follow the route to Sycamore Avenue and up through the ghost town of Glendon. Glendon was laid out in the late part of 1880 in NE Beaver Township by H. N. Ross and J. Early. The town added a post office, mercantiles, trades, and even a hotel/restaurant. The railroad "switch" from Menlo passed through Glendon. As time passed, the population began to dwindle, as did most of the buildings and houses. Glendon Church, built in the 1890s, is the only original town building still standing and has recently been restored.

Must see: Restored Glendon Church, Glendon Cemetery

Sign #7 - N41.36.538 W094.22.296 - NW corner of Tank Avenue and 275th Street

If you didn't take the alternate route listed above, Glendon is located a half mile south of here.

Sign #8 - N41.36.967 W.094.25.235 - NW corner of 270th Street and Quarry Lane

Point of Interest: The ghost town of Monteith is located one mile north. In 1881, H.T. Reed laid out the town of Monteith on his land and the railroad built a depot. The Rock Island Railroad passed through Monteith several times a week. Several of the businesses moved here from Leadville, a small-but-quickly-fading community that was located just 1/4 mile south of Monteith. The original general store is now located at the Guthrie County Historical Village in Panorama.

Must see: Monteith Town Park, Monteith Cemetery

Sign #9 - N41.36.971 W094.26.100 - NW corner of 270th Street and Quail Road

Point of Interest: The Monteith Cemetery is located one mile north of this location at Quail Road and F51/Monteith Road.

Sign #10 - N41.36.973 W094.28.411 - NW corner of 270th Street and Oak Avenue

Sign #11 - N41.36.971 W094.29.568 - NW corner of 270th Street and State Hwy 25

Point of Interest: At certain times of the year, the original stagecoach trail is visible near the fence line in a field about 1/2 mile south and 1/4 mile west of this location. (Old Stage Road, Section 3, Thompson Township)

Sign #12 - N41.36.971 W094.30.742 - West side of T-intersection of 270th Street and Maple Avenue

Sign #13 - N41.36.546 W094.30.739 - SW corner of Maple Avenue and 275th Street

Point of Interest: Traveling west on 275th Street, you will see the sign "Site of Gopher Station, 1854. Built by John Betts," located near the Ivan Larson farmstead.

Sign #14 - N.41.35.211 W.094.32.901 - NW corner of Lost Trail and Koala Avenue, Casey

Point of Interest: The ghost town of Dalmanutha and the Dalmanutha Cemetery are just west of this sign on Lost Trail. You will see signs for "Dalmanutha, Post Office, 1863" and "1855 Site of Dalmanutha on Newton Stage Trail, 1870." Dalmanutha was laid out on the thoroughfare that served Fort Des Moines and Kaneshville. The stage route that

ran from Morrisburgh to Hamlin's Grove first ran in 1853, around the time that George Worden settled on the SE quarter of what became Bear Grove Township. His place was made a stage station.



The Porter Hotel, once located in Dalmanutha, was a well-known stop along the Underground Railroad and it's believed that John Brown, the famous abolitionist, stopped there on his way to Harper's Ferry. "In 1856, the year after the town was laid out, the Porter family settled in the place and kept hotel. J. J. Porter had then long been an abolitionist, and some time in the early winter of 1857 entertained the ever-to-be-famous John Brown, who was then on his way east to prepare for his ill-starred Harper's Ferry raid. Brown, when he was entertained by the Porter family, was accompanied by thirteen negroes, whom he was aiding to freedom, and nine white men and a wagon loaded with rifles. He passed on his way east on his then long, slow travels, actuated by a noble ambition to free the most bitterly oppressed, but having crude views of a mode of action that only a demented mind could conceive. The next winter his body dangled on the gallows in Virginia, but five years later the immortal Lincoln accomplished by a pen-stroke that universal freedom that Brown desired for his country and made it an absolute reality."

Must see: Dalmanutha Cemetery (pictured)

Sign #15 - N41.34.992 W.094.34.068 - NW corner of Lost Trail/295th Street and Juniper Avenue/N72

Sign #16 - N41.34.991 W094.35.157 - NE corner of 295th Street and Indigo Avenue

Sign #17 - N41.35.649 W.094.36.296 - NE corner of 287th Street and Hickory Avenue

Sign #18 - N41.36.129 W094.38.643 - NW corner of 280th Street and Frontier Road/N54

Point of Interest: The old town site of Bear Grove is located three miles northeast of here. Bear Grove, established in 1854, received its name from the numerous bears that lived in the adjoining woods. The town was located in a beautiful portion of Bear Grove Township, known for its abundant timber and prairie, and was also a stop on the stage coach.

A warrant for the organization of Bear Grove was directed to Aaron Coppock (Sometimes spelled Coppoc). Aaron Coppock was a local preacher in the United Brethren church who settled on the south side of Oak Grove in Thompson township. The station was moved to the Coppock place at some later time. Coppock was a cousin to the Coppocks who were with John Brown in his Harper's Ferry crusade (October 16-18, 1859) - Barclay and Edwin. "Aaron Coppoc, a shrewd pioneer, a local preacher in the United Brethren church, a man of good natural endowments and full of trade, a cousin to the Coppocs who were with John Brown in his fatal Harper's Ferry adventure, had settled at Oak Grove and secured the stage station, but soon discovering that the stage route was to be changed to miss his place, he sold out to John Betts soon after taking possession and not having made payment on the property."

During the raid at Harper's Ferry, Barclay Coppock (b. 1/4/1839, d.

9/4/1861) remained at the Kennedy Farm with Owen Brown, guarding the weapons and escaped to Canada. Barclay later joined the Union Army during the American Civil War and served as a recruiting officer. He was killed in action when Confederate sabotage derailed his train over the Platte River, an incident called the Platte Bridge Railroad Tragedy. Edwin Coppock (b.6/30/1835, d. 12/16/1859) surrendered at Harper's Ferry and was taken to jail in Charles Town, Virginia. He and the other men who were captured were all tried and hanged. Edwin and Barclay Coppock were born of Quaker parentage in Winona, Ohio. After their father died early in their lives, they were raised by John Butler, growing up abolitionists in an intensely abolitionist community. As teenagers they moved to Springdale, Iowa, to be with their mother. It was here that they met John Brown as he passed through in early 1859, transporting people who had been enslaved in Missouri to freedom. That summer they left to join Brown's army.

At one time, the town was also known as "Huddleville." According to the book *Past and present of Guthrie County, Iowa*, together with biographical sketches of many of its prominent and leading citizens and illustrious dead, the families that settled here "had come from distant places and were destitute of means, and had but one coffee mill among them." In order for them to share the one coffee mill, they had to locate near one another, "huddling together."

Eventually the stage coach was replaced by the train and no tracks went to Bear Grove, leading to its eventual end.

Must see: Bear Grove Cemetery

Sign #19 - N41.36.132 W.094.42.045 - North side of the T-intersection of 280th Street and Union Avenue (The stage route continues on into Audubon County)

Point of Interest: The ghost town of North Branch is located three miles north of here. North Branch was established in 1873. Its name

was taken from the “north branch” of Troublesome Creek. The post office was established in 1874 and the town had several stores. Bear Grove #4, also known as the North Branch school, closed in 1956 but still stands in a field just to the west of where the town was once located.

8.5 The Quaker Divide / Bear Creek Settlement

The Bear Creek Settlement, also known as the Quaker Divide, was located between the Raccoon River on the north and Bear Creek on the south. The western boundary was on a line north from Dexter to Raccoon River, and the eastern boundary was where Bear Creek unites with the river near where the Mitchell Mill was located.

Quakers Richard and Elizabeth “Aunt Betsy” Mendenhall emigrated from Marion County, Indiana, to Dallas County, with their family in May of 1853. They built their home on the northeast quarter of Section 14, Union Township.

The Bear Creek Preparative Meeting was organized in 1855, lead by Richard Mendenhall, John Cook, and David Bowles, Sr. The Bear Creek Monthly Meeting was organized in 1856.

There were four other settlements in the area:

- *Summit Grove/North Oak Grove* - including and surrounding the present town of Stuart
- *North Branch* - surrounding and including the present town of Earlham
- *Oakland* - including the district about one mile north of Redfield
- *Spring Valley* - including a district about two miles north and east of Casey

Most of the early settlers of the Quaker Divide came from Indiana and Ohio. In Bear Creek, the Mendenhalls and Cooks were the first

to settle there. Summit Grove first consisted of the Bowles family, Elias Hadley, the Woods family, and others. North Branch is where the Wilsons, Barnetts, Hocketts, and others settled. Oakland first consisted of the families of Jesse Lee and John Lamb. Spring Valley first saw the Chantry, Wrigley, and Bett families settle there.

North Oak Grove Cemetery (Stuart)

A marker was placed as near as possible to the exact spot where the original Summit Grove/Friends Meeting House, built in the fall of 1856, was located. Elzie Hadley and her sister, Hessie Stoney, whose parents were members of the original Quaker settlers, spent six weeks in Stuart planning for the marker. Signs in the cemetery read “Original Quaker Cemetery, 1854-1900.”

In 1854, David Bowles, Sr., and his sons, David and Cyrus, and their families, were the first pioneers to locate here. A year later, Jonathan and Daniel Woods, ministers of the Friends Church, came to the settlement on a religious concern. All but one family at that time were Friends and had been attending the Bear Creek meeting, ten miles from this location.

The first Summit Grove meeting was held in the Elias Hadley home, about one mile north of where Stuart now stands. Land was donated for the building of a meeting house and cemetery by David and Cyrus Bowles. In the winter of 1857, the first term of school was taught in the meeting house by Darius Bowles. (The present church was built in 1877.)

According to notes from Elza Hadley, the meeting house was a single room measuring about 30 feet by 40 feet. All of it was unpainted lumber except for a portion of the east wall which was painted black for use as a school blackboard. The seating was open-backed benches, arranged in conformity with the custom long held by Quakers. Women sat on one side and men on the other. “There was no pulpit or speaker’s platform; at the front of the room there were three facing benches, each raised slightly above the one in front and together constituted the ‘gallery’ which was occupied by elders, overseers

and such others as had been given a place there. One member was chosen to 'sit head' or as timer; it was his duty to open and close the meeting...when he took his place, all others did likewise and soon all was quiet. When it was time to close, the timer shook hands with the one next to him, the others did the same and there was a general handshaking."

Hadley also noted that "Much of the time was spent in silence, and it was not unusual for the whole session to pass without a word being spoken, although every one alike was at liberty to speak at any time, who felt moved to do so. There was no singing or music of any kind... Anyone wishing to become a minister, on his own initiative developed the ability as a speaker... Women were recorded as ministers in the same way, with equal rights to preaching as the men."

"The little meeting house at Summit Grove was never called a church by the Quakers themselves..."

The headstones name many of the Quaker pioneers who established homes in what is now Stuart, over ten years before the town and the railroad were built. Among those names are the following: Bowles, Hadley, McCollum, Lamb, and Pierson.

8.6 Culinary History

The bill of fare of early settlers was simple. The spring wheat was taken to the mill where each customer awaited his turn for his grist, and took home with him bolted flour, shorts and bran. One of these mills was Bilderback's, which was patronized by the east part of the settlement, and the other was owned by John Pearson, which was used by those on the west. These were buhrstone mills and both were located along South Raccoon River.

Soda biscuits were the most common bread, being easier made. Salt raised, or yeast raised bread, was also used by most families, and pancakes in winter with butter and sorghum molasses.

Corn occupied an equal place, if not superior, to wheat. No better

corn meal was ever made than that ground by these old buhrstone water mills. A familiar winter night scene in early homes was the family gathered around a tub of corn shelling it by hand so that father could be ready to go to mill the next day. The first thing when father came home with the grist the following evening was for mother to make a pot of mush. So when supper was served it was mush and milk, nothing more.

Next morning the corn meal was brought out again and "spoon cakes" were made for breakfast. When dinner came, real corn bread, baked in the biscuit pan in the oven until nice and brown, and cut out in squares, appeared on the table. This was best when served hot with a liberal supply of good butter. Sometimes to prepare corn bread quickly the dough was made into "turnovers" and baked on the griddle. Then there was the "corn pone" which was baked occasionally. When ready it resembled in shape a round cheese. To bake this required a deep vessel like a "Dutch oven." When done a pone was covered with a hard crust reminding one very much of a turtle shell, but the inside was good eating and would keep a long time. It differed from corn bread in being more solid and sweeter.

A hog furnished most of a family's meat supply, although beef and mutton were also used. Wild fowl and rabbits, which were very plentiful, were also utilized. Quails, prairie chickens, with an occasional pheasant, were easily trapped or hunted, and in the spring and fall geese and ducks could be found everywhere.

Sorghum molasses was a staple article of one's diet. Every farm had its cane patch and many of them a cane mill. On the whole, sorghum molasses was a great sweetener, and largely supplied the place of cane sugar. Wild crabapple and wild plum preserves made with sorghum molasses were good eating, as were pancakes or hot biscuits and butter.

The sweet pumpkin was another staple food product and the pioneer

woman knew how to make pumpkin pies. Pumpkin was also eaten stewed, and sometimes dried creating “pumpkin leather” which was stored away for winter use. Squashes were used both stewed and baked. Then there were beans, potatoes, and other garden vegetables.

8.7 The Underground Railroad

One line of the Underground Railroad crossed the Raccoon River in southern Dallas County. Fugitive slaves in the 1850s sometimes traveled this route to the “Quaker Divide” northeast of Dexter. Many local members of the Society of Friends (Quakers) supported anti-slavery efforts.

Some residents, like Harmon Cook, were conductors on the Underground Railroad. “After John Brown came through Iowa, stations were known and accounted for. The trains started from Tabor, Fremont County, and crossed diagonally Adair County, striking Summit Grove, where Stewart (sic) is now located. From here one line went east down Quaker Divide - and the other crossed the Coon River near Redfield, then through Adel, both coming together in Des Moines.”

Darcy Maulsby, author of many books including *Dallas County (Images of America)*, has compiled much of the following information about the underground railroad activity in Dallas County.

The following excerpt comes from the “History of the Quaker Divide” by Darius B. Cook, published by the *Dexter Sentinel*, Dexter, Iowa, 1914. The story of the Underground Railroad documented here was written by Harmon Cook (whose grandparents were John and Anna Cook), who shared his personal experiences as one of its conductors:

Running away to freedom

In the days before the Civil War, Dallas County was on the frontier. Slavery was recognized as a product of Missouri. Iowa being a free

state naturally proved a highway for the Underground Railroad. John Brown came through the area. The route started from Tabor in Fremont County and crossed diagonally Adair County, striking Summit Grove, where Stuart is now located.

From there, one line went east down Quaker Divide, and the other crossed the Raccoon River near Redfield, then through Adel. Both lines came together at Des Moines, on to Grinnell to Muscatine and up to Canada. Many times I have seen colored men and women crossing the prairie from Middle River to Summit Grove - slaves running away to freedom.

In the winter of 1859-60, I was going to school to Darius Bowles, and one Friday evening I was told if I wanted to go to Bear Creek, I would not have to walk, if I wanted to drive a carriage and return it Monday morning. I drove the carriage, and in it were two young colored women. They were sisters and from the west border of Missouri. Their master was their father, and they had both been reared in the family.

War was apparent, and their master decided to sell them “down south.” They heard the plotting, and found out that they were to go on the auction block, and made a run for the North Star. They had been on the road seven weeks when they arrived at A.W.L’s at Summit Grove. Before daylight Saturday morning, they were housed at Uncle Martin’s.

You won’t find any slaves here

One Monday afternoon, one of the sisters, Maggie, who had been out in the yard came running in and told grandmother (Anna Cook), “Master is coming up the road!” Grandfather (John Cook) went out in the front and sat down in his chair against the side of the door.

By this time, a number of men had ridden up and asked him if he had seen any slaves around. He told them slaves were not known in Iowa.

Then one of them said, “I am told that you are an old Quaker and have been suspected of harboring black folks as they run away to

Canada. I have traced two girls across the country, and have reasons to believe they have been here.”

Grandfather said, “I never turn anyone away who wants lodging, but I keep no slaves.”

“Then I’ll come in and see,” said the man, who jumped off his horse and started for the house. Grandfather stood up with his cane in his hand and stepped into the door when the man attempted to enter. Grandfather said, “Has thee a warrant to search my house?”

“No, I have not,” replied the man.

“Then thee cannot do so,” Grandfather said.

“But I will show you,” said the man. “I will search for my girls.”

While this parley was going on, and loud words were coming thick and fast, Grandmother came up and said, “Father, if the man wants to look through the house, let him do so. Thee ought to know he won’t find any slaves here.”

Grandfather turned and started at her a minute, then turning to the men, said, “I ask thy forgiveness for speaking so harshly. Thee can go through the house, if Mother says so.”

Grandfather showed him through all the rooms but stayed close to him all the time. After satisfying himself that they were not there, he begged the old man’s forgiveness, mounted his horse and rode away.

When the coast was clear, it was found that when Maggie had rushed in and said, “Master is coming,” Grandmother hastily snatched off the large feather bed, telling both the girls to get in and lie perfectly still. She took the feather bed, spread it all over them, put on the covers and pillows, patted out the wrinkles—and so—no slaves were seen.

Almost caught

One time a big load was being taken down the south side of the

Coon River and had reached the timber on the bluffs near Des Moines. About 3 o’clock in the morning as the carriage was leisurely going along, the sound of distant hoofbeats were heard coming behind. At first it was thought the carriage could outrun its pursuers, but prudence forbade.

A narrow road at one side was hastily followed a few rods, and the carriage stopped. The horseman passed on, swearing eternal vengeance on the whole “caboodle,” if captured. When sounds were lost in the distance, a dash was made for the depot in Des Moines, and all safely landed before daylight.

John Brown came to Dallas County

One evening some months after I was returning from Adel on horseback and when opposite Mr. Murry’s farm east of Redfield when I saw Old Man Murry and a stranger back of the barn. I was met by an old man, rather stoop-shouldered and of stern aspect. “Mr. Murry said, “Here’s the youngster who came so near getting caught going to Des Moines.” The stern man with shaggy eyebrows almost in my face said, “Young man, when you are out on the Lord’s business, you must be more discreet. You must always listen backwards, as you are always followed. I’m responsible for that track of the Underground Railroad, and I want my conductors to be more careful in the future, as things are coming to a head, and somebody is going to get hurt.”

I was dismissed with this admonition: “Young man, never do so rash a thing again as to talk and laugh out loud on the way.” A few months later, when Harper’s Ferry was known to fame, I remembered John Brown as the old man at Murry’s.

Reconnecting with a fugitive slave

Harmon Cook continued with his memories of the Underground Railroad in Dallas County:

When I enlisted in Company C, 46th Iowa Infantry, and arrived at Memphis, Tennessee, in 1864, I first saw a regiment of colored soldiers. They were in camp and the first opportunity I was over to see how they looked as soldiers. One of the camp scenes was some of the soldiers conducting a school to teach these poor people their ABCs.

Chaplain Ham and I had gone together, and the teacher, who was the lieutenant colonel, asked us to speak to the colored school. When I had spoken, a strapping fellow in blue uniform came rushing up to me, shouting, "I know you! You belong to the Quaker Divide in Iowa. You drove me one night when we were trying to get into town and were followed by our masters, and you drove off into the woods and we got out and hid."

It was Henry who had been one of the party in that wild midnight ride. He never got to Canada, but stopped in Wisconsin, and when the war came on he enlisted. He was lieutenant of the colored regiment and was a trusted scout for the general of our division.

The Bear Creek Settlement, also known as the "Quaker Divide" in southern Dallas County north of Dexter, is located between the South Raccoon River on the north and Bear Creek on the south.

In the early 1850s this area was open prairie without a single settler. But a Quaker family (including Richard Mendenhall and his wife, Elizabeth) from Marion County, Indiana, settled in Dallas County in 1853 in Union Township in what would become the Quaker Divide.

While the Quakers were among the most prominent slave traders during the early days of America, paradoxically, they were also among the first religious denominations to protest slavery. While not all Quakers participated in the organized anti-slavery movement, many did—including many in Iowa.

Other information gathered on John Brown's presence in the area In the early days of settlement of Adair County, between 1850 and 1861, old John Brown had a line of "underground railroad" from Missouri to Canada, passing through this county, one station being kept by Azariah Root in the grove two miles west of Fontanelle. Abner Root, son of Azariah, a young man, afterwards a soldier in the War of the Rebellion, and later sheriff of Adair County, once related the following incident of that eventful time which shows the high courage, self-sacrifice and devotion to a high ideal in some of the men of those days:

"A considerable part of the early settlers were pro-slavery in sentiment and the utmost secrecy had to be observed in passing fugitive slaves from station to station along the line through Southern Iowa. On one cold mid-winter evening, when there was just enough snow on the ground to make good sledding, John Brown called at the door of my father's house with seven negroes. He said, 'Take these people to ——'s at Winterset before light tomorrow morning.' With these words he quickly drove away. While father was hitching up the sled my mother took the cold and hungry negroes into the kitchen and gave them some hot food and coffee. The sled once ready the negroes were deposited in the bottom in a prone position and then covered with heavy blankets, for fear some one would see them while en route to our destination. In this manner we drove the thirty-six snow-covered miles to Winterset and deposited our human freight at the next station."

"At another time I took a load to Johnnie Pearson's, who was an old Quaker with a grist mill several miles beyond what is now Stuart in Guthrie County and whose house was another station on the route. When I reached the mill the miller came to the wagon to unload, but I had the negroes covered and said that the grist was not for the mill but for Pearson alone."

If heroes ever lived, the man, who, living in a hostile neighborhood, defying a vicious law which, upon discovery, would subject him to a heavy fine and imprisonment, without hope of reward, would take

long drives of thirty or forty miles on a lonely trail, on winter nights, to help his fellows from slavery to freedom, deserves to be called a hero; and of such material the pioneers were made.”

A favorite song among Quaker boys and girls went like this:

“I do not hear the bob-o-link,
Nor yet the drum and fife
I only hear the voice of God,
A calling me from life.”

And further on,

“And there is old John Brown,
A standing at the golden gate
A holding me a crown.”

Underground Railroad Involvement in Guthrie County

Local historian Rod Stanley says the Underground Railroad is one of the most significant historical moments for Guthrie County, and many of the abolitionists lived along the Middle River in what is now Casey. “There were a lot of Quakers that settled in that basic area and they were very much against slavery and they were very outspoken about it. And they were willing to risk their own safety and lives to harbor these people, to get them through Iowa to get them to basically Chicago where they crossed Lake Michigan into Windsor and then into Canada.”

A small group of people in southern Guthrie County helped hide and transport passengers along the Underground Railroad (URR) in the mid-1850s/early 1860s. Most URR activity occurred in the townships of Thompson, Penn, and Jackson, mostly where there were Quaker settlements. Quakers were among the first white people to oppose slavery. Many Quakers were devout abolitionists, helping slaves escape to Canada.

Notable Guthrie County residents who had meeting points for slaves

included John Pearson who owned a mill north of Stuart, and Wells McCool who owned a blacksmith shop in what’s now the ghost town of Morrisburg.

In Thompson Township, activity occurred around Dalmanutha along the Middle River, where a number of Quakers had settled, and at the Quaker meeting house near where present day Casey is located.

In Penn and Jackson townships, safe houses could be found in the Morrisburg and Dale City areas, at the West Milton/Pearson Mill, and around the Quaker Meeting House in Summit Grove (the north edge of Stuart where the North Oak Grove Cemetery is now located).

The following people or places have been mentioned in historical documents as helpers or stops on the URR in Guthrie County:

Thompson Township:

*Dalmanutha: John A. and Eliza A. Porter (Porter Hotel)

Rural Casey/Middle River Valley:

Aaron Coppic** (also spelled Coppick, Cappoc, and Coppoc), Thomas and Hannah Chantry, Samuel B. and Sarah Chantry, Marcus N. and Amanda Chantry, Joseph and Eliza Betts, William W. Stanfield, and Elijah Smith.

Grant Township:

Rural Casey: Rev. J.C. Johnson, Joel E. and Elizabeth James, Samuel B. and Sarah Chantry.

Penn & Jackson Townships:

Summit Grove/Stuart: Elias and Deborah Hadley, Cyrus and Margaret Bowles, Enoch Kenworthy, William J. Haines, John H. and Leota Cook.

West Milton:

John and Sydney Pearson (Pearson Mill), Wells C. McCool.

Morrisburg/Dale City:

John and Brittan Lonsdale (Lonsdale Mill), Benjamin and Barbara Kunkle, Abel W. and Mary Leach, Joseph W. Cummins, Nicholas W. and Leah Babcock, Robert and Maria Davidson.

**According to the Iowa Freedom Project, Stop #6 along the John Brown Freedom Trail 1859 was Dalmanutha. "On February 15, 1859, the John Brown party stopped at Dalmanutha, a settlement on the Middle River. They stopped at the tavern hotel, operated by John Porter, a 49-year-old farmer and hotel operator. At that time, Dalmanutha was still a hamlet, with only ten dwellings. The Brown entourage stayed only one night before continuing eastward."*

*** Aaron Coppoc was reportedly a cousin of Edwin and Barclay Coppoc, brothers and Quakers who were part of John Brown's entourage.*

8.8 The Civil War

At the time that the Civil War began, there were only 984 residents of Adair County, and 88 men of age enlisted in the Union Army. Several hundred men from Guthrie County enlisted.

When the Civil War broke out, Friends (along with three other denominations who also could not conscientiously perform military duty) petitioned the General Assembly of Iowa for relief from military service. Petitions were sent in from Friends from twelve counties, including Dallas, Madison, Guthrie, and Adair.

Men from the Quaker Divide who served in the Iowa Volunteer Infantry include:

15th Regiment

The 15th Iowa mustered a total of 1,926 men over the span of its existence. It suffered eight officers and 118 enlisted men who were killed in action or who died of their wounds, and one officer and 260 enlisted men who died of disease, for a total of 387 fatalities (a mortality rate of 20%).

Company F

Joseph H. Mendenhall: Age 41 (Ohio native) Drafted. Mustered Sept. 27, 1864, mustered out June 2, 1865, at Washington, D.C. Died July 5, 1879.

Nathan Mendenhall: Born June 29, 1830 in Marion County, Indiana, married. Drafted. Mustered Sept. 28, 1864. Mustered out May 17, 1865, Davenport, Iowa. Died January 5, 1890. Buried in Bear Creek Cemetery in Dexter.

*William Mendenhall: Age 27. Native of Morgan County, Indiana. Married. Drafted. Mustered, Sept. 29, 1864. Died of chronic diarrhea on March 16, 1865, Pittsboro, North Carolina. Buried in the Earlham Cemetery.

Company K

Uriah Cook: Age 24. Native of Indiana. Single. Quaker. Drafted. Mustered Sept. 27, 1864. Mustered out June 2, 1865, Washington, D.C.

17th Regiment, Company G

The 17th Iowa mustered 958 men at the time it left Iowa for active campaigning. It suffered five officers and 66 enlisted men who were killed in action or who died of their wounds, and two officers and 121 enlisted men who died of disease, for a total of 194 fatalities (a mortality rate of 20%).

Anderson Lee: Age 19, Residence, Redfield. Native of Indiana. Quaker. Mustered April 10, 1862. Re-enlisted and re-mustered April 12, 1864. Taken prisoner October 13, 1864, Tilton, Georgia. Mustered out May

26, 1865, Davenport, Iowa.

18th Regiment, Company I

The 18th Iowa mustered 1,127 men at one time or another during its existence. It suffered two officers and 33 enlisted men who were killed in action or who died of their wounds, and one officer and 131 enlisted men who died of disease, for a total of 167 fatalities (a mortality rate of 15%). 79 additional men were wounded.

*Josiah Wilson. Age 35. Born in 1828 in Ohio. Residence of Redfield. Married Ruth Sheridan. Enlisted on July 17, 1862. Mustered on August 6, 1862. Died of disease on December 3, 1862 in Springfield, Missouri. Buried in National Cemetery Springfield, Missouri, Section 10, Grave 7.

39th Regiment Company H (Under the command of Colonel Henry J. B. Cummings of Winterset)

A total of 1,064 men served in the 39th Iowa at one time or another during its existence. 206 men were captured. Six officers and 58 enlisted men were killed in action or died of their wounds, and two officers and 134 enlisted men died of disease, for a total of 200 fatalities (a mortality rate of 19%).

*William Henry Bingman/Bingham: Native of Orange County, North Carolina. Married Mary Jane Mendenhall, who came to Dallas County with her grandparents in 1852, on October 4, 1856. Three children were born to this union, two who died in infancy. Mary Jane died in Madison County in 1916 and is buried at Earlham Cemetery. William Bingham enlisted as a Private on August 11, 1862 at the age of 27. Joined Co. H, 39th Iowa Infantry Regiment on August 25, 1862. Taken prisoner by Confederate forces on July 7, 1863 at Corinth, Mississippi. Died on July 3, 1864 as a prisoner of war at Andersonville Prison in Georgia. Buried in National Cemetery, Andersonville, Georgia, Grave 1570.

David W. Hadley: Age 22. Residence, Guthrie County. Native of Indiana. Single, Quaker. Mustered August 27, 1862. Mustered out June 5,

1865, Washington, D. C. Died near Willow Springs, MO, October 21, 1904.

Charles T. Mendenhall: Age 20. Native of Indiana. Single. Mustered August 25, 1862. Taken prisoner December 30, 1862, Shady Grove, Tennessee. Paroled. Mustered out June 5, 1865, Washington, D.C.

James Kelly Mendenhall: Age 30. Native of Indiana. Married. Mustered August 25, 1862. Discharged July 6, 1865, Pittsburg, Pennsylvania.

William H. Marshall: Age 18. Native of Indiana. Single. Mustered January 7, 1865. Transferred to Company C, Twentieth Infantry, May 30, 1865. Mustered out July 12, 1865, Louisville, Kentucky.

William P. Smith: Age 18. Native of Ohio. Single. Quaker. Mustered January 7, 1865. Transferred to Company C, Seventeenth Infantry, May 30, 1865. Mustered out July 7, 1865.

46th Regiment, Company C

A total of 918 men served in the 46th Iowa at one time or another during its existence. It suffered six enlisted men who were killed in action or who died of their wounds, and 25 enlisted men who died of disease, for a total of 31 fatalities (a mortality rate of only 3%). It was under the command of Colonel David B. Henderson, future ten-term congressman and Speaker of the U.S. House of Representatives from 1899 to 1902.

Harmon Cook: Age 22. Native, Indiana. Single. Quaker. Mustered June 10, 1864. Mustered out Sept. 23, 1864, Davenport, Iowa, expiration of term of service.

Joseph Cook: Age 22. Native, Indiana. Single. Quaker. Mustered June 10, 1864. Mustered out Sept. 23, 1864, expiration of term of service.

William R. Burrows: Age 20. Native, Indiana. Single. Mustered June 10,

1864. Mustered out Sept. 23, 1864, Davenport, Iowa, expiration of term of service. Died August 8, 1883.

Hadley Mills: Age 19. Residence, Guthrie County. Single. Quaker. Native of Indiana. Mustered, June 10, 1864. Mustered out Sept. 23, 1864, expiration of term of service.

Hyrum Lee: Age 18. Residence, Redfield. Native of Indiana. Single. Quaker. Mustered June 10, 1864. Mustered out Sept. 23, 1864, Davenport, Iowa, expiration of term of service.

Jonathan Lee: Age 18. Residence, Redfield. Single. Quaker. Mustered June 10, 1864. Mustered out Sept. 23, 1864, Davenport, Iowa, expiration of term of service.

Cemeteries Along WPR Where Known Civil War Veterans are Buried:

- Sunnyhill Cemetery (Adair)
- St. John's Catholic Church Cemetery (Adair)
- Menlo Cemetery
- Calvary Cemetery (Stuart)
- Oak Grove Cemetery (Stuart)
- Stanfield Cemetery (Casey)
- Dexter Cemetery
- Bear Creek Cemetery (Dexter)

8.9 Freed Slaves Living in the Quaker Divide

When the Civil War ended, two families of ex-slaves from Tennessee located in the district. The John Anderson family, known in the South as "Uncle Anderson", his wife Caroline, her son, William Chambers, and a girl who came north with them, Mary Binum, located on what was Joe Cook's place. The other family, Peter Bell and his sister Liz-

zie, a sister of Caroline Anderson, located on the Dugan White place where William H. Cook first settled, and later sold to Dugan White. Peter Bell did day labor for a living to support his large family. Only the two oldest boys, Salem and Turner, attended school (Jefferson and Lincoln Township schools). Peter also made salve from the pitch of corn stalk and peddled jars of the salve to help support his family. The Bell's children and descendants moved to Des Moines and several became lawyers and teachers.

These families were pleased to be able to locate among the Quakers, who had long borne the reputation of being a friend to the slaves. It took some time for the now-free families to adjust to their new lives. One season John Anderson managed to farm a little and raise a crop of his own, an experience wholly new to him. In the fall while showing his crop to William Cook, John remarked with some emotion, "I feel just like my old master was going to take it all away from me." To which William replied, "If he should try that, I would have something to say about it."

8.10 The Great Fires

The 1870 Dexter Fire

On the morning of September 28, 1870, a fire destroyed Chessman's store and seven other buildings in downtown Dexter.

The 1884 Adair Fire

On the night of Friday, April 18, 1884, a fire broke out in the town of Adair. The local newspaper account of the disaster was as follows:

"The fire broke out in the clothing house of Myers, Schnier & Company, and spreading west and southwest, consumed the hardware store of Kelsey & Bodley, and the agricultural implement house of John Jackson. Eastward it communicated to the residence of William Inghram, the saloon of Charles Fisher, the livery stable of R. S. Pinkerton, the agricultural implement warehouse of George Ish, the dry goods store of E. Cate, and was at last checked in its progress by tearing down the building occupied by Henkle & Swart as a jewelry and furniture

store. In regard to the losses it is estimated that John Jackson loses on his stock of agricultural implements about two thousand five hundred dollars. No insurance. Kelsey & Bodley, on building occupied by Jackson, \$250, and on their own stock of hardware about two thousand five hundred dollars. They had an insurance on the stock about enough to cover their loss. James A. Parker, on the building occupied by Kelsey & Bodley, about six hundred and fifty dollars. Myers, Schnier & Company, on stock of clothing, boots and shoes, about two thousand five hundred dollars. The stock was entirely destroyed, but entirely covered by insurance. William Inghram lost on restaurant building, stock and fixtures, and building occupied by Myers, Schnier & Company, about one thousand six hundred dollars. Two showcases with their contents were all that was saved from his stock. No insurance. Charles Fisher lost on his saloon fixtures about four hundred dollars, on which he had no insurance. Mrs. J. Reimers, who owned this building, places her loss at \$600, and also was without insurance. R. S. Pinkerton on his livery stable lost about eight hundred dollars. The contents were all saved except about one hundred fifty dollars worth of feed and trinkets, covered by insurance. George Ish reckoned his loss on stock at \$500 and had no insurance. The building he occupied was owned by C. M. Myers and caused a loss to that gentleman of \$250, which was without insurance. E. Cate's stock of dry goods was all saved, but in a damaged condition, causing him a slight loss of about one hundred dollars, also without insurance. J.W. Dowdall, on the building occupied by Cate and on household goods, incurred a clear loss of \$1,100, as he had no insurance either. The building was a two-story one and the upper part was occupied by Mr. Dowdall as a residence. Henkle & Swart, on their stock of furniture, lost about four hundred dollars, not insured. A. Krudiner owned this building and put his loss at \$600, with an insurance of \$400. John Sheran's stock of groceries and dry goods was carried out and badly damaged, probably to the extent of \$300, which was fully covered by insurance. M. Dunkin lost about two hundred dollars by the damage sustained by his drug stock being carried out, with no insurance."

"The cause of the fire is not known, but is thought by all to be the work of an incendiary, as ten of the citizens had passed there on their

way home from council meeting and a session of the township trustees, not fifteen minutes, at the most, before the whole of the building was in flames, and they had not discovered anything in the shape of fire, and, as it was a very dark night, the smallest light would have been seen. If it had not been raining at the time and a strong wind from the northeast blowing, there is no doubt but that the whole of the business part of the town would have been burned to the ground. As it was, it was only by the superhuman efforts of the citizens that it was saved. The Larson Building, the Sheran Building, the meat market. Odd Fellows Hall and M. Dunkin's drug store were in the line of the fire and only a vacant space of about ten feet remained between the furniture store and the Larson Building, and here it was by hard work the furniture store was pulled down and the fire checked. The fire was first discovered by Frank Kingsbury and Charles Fisher, but which saw it first is hard to determine, as they raised the alarm about the same time. Miss Belle Kelsey, who was staying at John Shaver's, was one of the first to be aroused by the portentous cry of 'Fire!' and through rain and mud, with but one shoe on, she went from one end of the town to the other, spreading the alarm. The ladies took hold and worked in saving goods and carrying water, and it was with their aid that a large quantity of goods was saved. The residence of R. S. Pinkerton, just south of the burned district, was set on fire several times by burning brands, but was extinguished before much damage was done."

8.11 Challenges & Opportunities

General Challenges:

Aging and Deteriorating Resources - Many private and public WPR historic structures and collections were constructed or fabricated in the late 1800s through the middle 1900s. Unfortunately, in some cases, the sites or collections have deteriorated over time as ownership has changed or regular maintenance has been neglected due to

unforeseen circumstances and/or limited budgets. This is particularly true of large structures. Many are aging and reaching a critical stage of decline at the same time, creating a need for immediate restoration funding for multiple sites at the same time.

Misconceptions Over Responsibility and Funding - Some of the historic structures and collections are in need of restoration or preservation but misconceptions regarding who can and should be responsible for the work, and what public funding is available for maintenance and repair of historic structures, inhibits preservation and restoration in the WPR Corridor.

Limited Resources and Funding for Projects - Guthrie, Adair and Dallas Counties, the cities of Adair, Casey, Menlo, Stuart, and Dexter, and other public entities own major historic structures that individually or collectively require fairly extensive ongoing maintenance that can add up to tens or hundreds of thousands of dollars within any given year. Even though some of the WPR Corridor residents, especially those associated with historical museums or societies, are passionate about the historic, cultural and archaeological resources here, they have limited time and resources. Unfortunately, because funding is limited, many private and public resource owners postpone or avoid the more expensive maintenance projects. If not regularly maintained, buildings can deteriorate quickly and structural damage can quickly escalate, resulting in even greater expense.

Aging Volunteer Base - Volunteers responsible for taking care of the WPR Corridor's historic resources are aging, and will need financial, volunteer, and political support from younger members of the community to continue to maintain the public sites and treasures along the WPR Corridor in the future. The average age of Iowans is 38 years old, but the average age of historical society and organization members is 65 years old. 75% of historical society and organization volunteers are over 65 years old, and 12% are over 85 years old, which is a much greater percentage than that age demographic exists

in the Iowa population at large (16% and 2.5% respectively).

A 2016 regional study was conducted in Northeast Iowa by the RC&D Planning Team on historical organizations and citizens under 40 years of age that frequently volunteered and were interested in history or historic preservation and restoration. They found that these citizens want to help but don't feel like their help is wanted. They perceive historical societies to be comprised of older, retired people that are "not welcoming," "resistant to new ideas," or "boring." They felt like when they did attend a meeting, their ideas were shot down. These community members often looked for information about historical organizations or societies even when they look (typically online).

Historical societies and organizations were asked how they conduct outreach to engage younger volunteers. They primarily rely on field trips (31%), invitations (23%), community volunteer programs (15%), and friends groups (15%) to recruit new volunteers. Community members under 40 reported that they first developed an interest in history through family and genealogy (49%), school (29%), books (18%), and experiences (16%). They recommended that historical organizations advertise online, invite and then engage them at meetings, schedule meetings to accommodate younger participants (around school and work hours), develop more engaging displays, and "show off the cool things they are doing."

Lack of Staffing, Limited Access, and Cross Promotion - Although there are significant public historical and cultural sites located within the WPR Corridor, the majority have limited personnel/volunteers and hours that they are open to the public.

8.12 Goals, Actions, and Strategies

Develop and Implement a WPR Historic Preservation and Restoration Plan

- Work with the various partners and owners of historic resources

to foster planning and partnership.

- Develop a Historic Restoration Plan that identifies and prioritizes historic infrastructure and projects with the WPR Corridor, identifies private and public funding opportunities, and encourages strategic and timely implementation of those projects.
- Assist with preservation and recognition of historic resources, including providing advice and direction with nominations to the National Register of Historic Places.
- Utilize renewable energy sources and energy efficiency improvements whenever possible when restoring buildings to reduce operating costs and increase long-term viability for sites and organizations.

Build Support

- Work with WPR stakeholders to develop a marketing strategy that helps residents and leaders better understand and value WPR's historic intrinsic qualities, increases related volunteerism, and creates more stable funding for structure and collection preservation, maintenance, interpretation, and site use.
- Develop presentations and information for distribution to local historical societies, preservation commissions, chambers of commerce, economic development groups, Boards of Supervisor, city councils, and city and county staff to help them understand the importance of historic preservation as it relates to community and county vitality and tourism.
- Grow and foster a large volunteer base, recruiting young professionals and students to get involved. Partner with young professionals from LinkedIn and other social media sites who serve on nonprofit boards and volunteer for community groups and historical societies. Develop a pool of volunteers that are able to help with a variety and number of historic sites, events, and organizations.
- Help, develop, and empower friends groups for public historic sites that have limited volunteer and financial resources.
- Implement innovative ways to recognize private giving or volun-

teerism.

Inform Historic Preservation Groups about Funding Opportunities

- Collect a master list of funding options for historic preservation, restoration, enhancement, and interpretation efforts.
- Support fundraising efforts for restoration and renovation of important historic structures along the route. Help to publicize needs and opportunities for donations.
- Identify historic properties at risk, educate property owners, and mobilize citizen support when necessary protect resources at risk.

Develop Historic Interpretation and Promotion

- Identify and develop interpretive programs and materials for historic sites that conveys their social, cultural, and structural significance, as well as the significance of individual features such as stained glass windows. Work with local groups to develop and implement these programs.
- Follow WPR and Iowa Byways interpretive and design standards
- Cross-promote historic sites within and across categories. (For example, ghost towns or pioneer days.)

Enhance Visitors' Experiences at Historic Sites

- Improve wayshowing to sites, adding signs where needed, and encourage partner communities and organizations to help pay for and maintain signage.
- Update social media with correct addresses for historic sites, so that visitors are able to find them via the Internet or a GPS device.
- Where needed or possible, update sites with modern bathroom facilities, drinking water, universal access, and other amenities,

especially sites that will be used by families with young children, older visitors, and limited mobility individuals.

Develop Historic Tours and Theme-Specific Interpretation

- Develop new, and support existing, historic tours catered to niche hobby interests, such as barns, cemeteries, country schoolhouses, ghost towns, outlaws, etc.
- Develop interpretive materials for tours such as print brochures, audio, online, and other self-guided tours.

Create Dynamic Learning Opportunities

- Partner with WPR partners to incorporate new technology and create more interactive and dynamic learning and engagement.
- Create websites, Facebook, and other social media posts and pages that are interactive and engaging for younger generations including, but not limited to, school groups, 4-H, and other specific groups.
- Incorporate audio and video formats into interpretation.
- Invite volunteers to help engage youth and youth groups through reenactments, field trips, and special projects.
- Create and distribute printed materials that encourage youth and families to visit historic sites such as coloring books, Safaris, treasure hunts, as well as online interactive tours and other opportunities.

Create and Support a Historic Sites Partnership

- Establish a WPR Sites Partnership between city, county, and state entities and private partners to unite representatives of the various historic sites (public and private) throughout the WPR Corridor.
- Facilitate discussion about projects and initiatives that will have

mutual benefit, such as coordination of events, sharing research, securing grants, organizing fundraising, improving site access, and promoting historical resources along the corridor.

Celebrate Success and Raise Public Awareness

- Develop and distribute regular publicity regarding historic events, sites, and activities.
- Identify, document, and celebrate historic restoration, preservation, and engagement projects through press releases and interviews that include before/after photography.
- Recognize private and public funders, and express public appreciation for the efforts of local historical societies, preservation commissions, and other partners.
- Use social media to publicize meetings and reach new volunteers.

**SECTION 9:
ARCHAEOLOGICAL
RESOURCES**



ARCHAEOLOGICAL RESOURCES

“Archaeological Resources involve those characteristics of the scenic byway corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor’s archaeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.”

– Scenic America Introduction

9.1 Definition of Archaeological Quality

Intrinsic archaeological quality involves those characteristics of the scenic byway’s corridor that are physical evidence of historic or prehistoric human life and activity, and are visible and capable of being inventoried and interpreted. The scenic byway corridor’s archaeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.

The contribution of archaeological resources is important and should be preserved. We hope to encourage a greater appreciation for them.

9.2 Regional Archaeological Chronology of South Central Iowa

Paleoindian Period

The Paleoindian cultural tradition is commonly divided into Early (fluted) and Late (nonfluted) periods, each consisting of multiple cultural complexes. Some researchers also include a third sub-division, the pre-Clovis period. Presently, not all archaeologists accept the evidence for a pre-Clovis complex in the New World, although support for an earlier peopling of the Americas seems to be growing. Howev-

er, additional work at sites possibly having such cultural deposits (e.g., Big Eddy in Missouri and possibly in south central Iowa) could further illuminate this poorly understood time.

At the present, only a few Paleoindian sites are known in the region, although undoubtedly additional properties exist. Paleoindian sites in Iowa are typically represented by isolated projectile points made from exotic cherts recovered on ridge summits or high outwash terraces along major streams, although limited examples exist of Paleoindian projectile points being found as part of multicomponent site assemblages.

Pre-Clovis

Presently, there is no known evidence of human occupation in Iowa for the pre-Clovis period (pre-ca. 11,500 before present [B.P.]). However, sites in Missouri, Nebraska and Wisconsin contain deposits suggestive of cultural horizons predating the Clovis occupation. The search for pre-Clovis human evidence, like later Paleoindian habitations, is essentially a geological problem. Landforms with appropriate age and preservation potential must be identified to search for sites from this period.

Paleoindian

The earliest confidently dated prehistoric sites in the Plains and upper Midwest are from the Paleoindian period, or ca. 11,500-9500 B.P. This period is characterized by distinctive, finely flaked lanceolate projectile points exhibiting edge and basal grinding and, on some point types, channel flake scars along the blade faces (e.g., Clovis). The Paleoindian period is associated with the vast boreal forest and the now extinct megafauna of the Late Wisconsinan glacial event. A commonly held view of Paleoindian cultures is that they consisted of small, very mobile groups of hunters and gatherers who specialized in stalking the Pleistocene megafauna. However, this reliance on large animal hunting is by no means the only subsistence pattern implemented by Paleoindian peoples. For example, based upon the distribution of known Paleoindian sites adjacent to lakes in the Prairie Lakes region,

a possible exploitation of lacustrine resources in northern Iowa and southwestern Minnesota can be postulated, a pattern likely repeated elsewhere.

More common in Iowa are Late Paleoindian-age occupations indicated by non-fluted, lanceolate projectile points such as Eden, Agate Basin, Angostura, Plainview, Scottsbluff, and a number of other styles (some of these styles extend into the Early Archaic period). Other non-diagnostic artifact types associated with both Paleoindian stages include end scrapers, drills, knives, blades, retouched flakes, and choppers.

Archaic Period

The shift from the Paleoindian tradition to the Archaic is often viewed by researchers to be a cultural response to changing environmental factors as the Pleistocene gave way to the Holocene. This interpreted response represents a shift from predominantly big game hunting toward exploitation of a broader range of resources. As a result of this expansion of resource procurement activities, the artifact assemblage of the Archaic tradition is more diverse than that of the Paleoindian. The Archaic tradition is usually divided into three periods: Early, Middle, and Late.

Early Archaic

This period (ca. 9500-8000 B.P.) represents the initial shift to a more diversified, multi-focused economy consisting primarily of wide-ranging hunting and gathering activities characterized by high mobility, a trait retained from the Paleoindian period. Archeological evidence from the Plains and Midwest suggests a pattern of small, extended family bands of probably less than twenty people coalescing and dispersing cyclically while exploiting seasonally available resources. Although a wide variety of resources were selected for consumption, a strong reliance on bison in the plains and prairie and on white-tailed deer in woodland/savanna settings is evident.

With the Early Archaic, the chipped stone assemblages of the Paleoindian changed to the more varied styles indicative of the Archaic tra-

dition. Large- and medium-sized lanceolate projectile points were still made (e.g., Dalton, Rice Lanceolate), but new notched and stemmed styles also appeared (e.g., Graham Cave Notched, Hardin Barbed, Rice Lobed, St. Charles Notched). In addition to these large points, smaller side-notched forms (e.g., Simonsen) are also present in Early Archaic assemblages from the Cherokee Sewer site in northwestern Iowa and elsewhere. These smaller points tend to be associated with Plains bison hunting cultures, while the larger point styles are most often recovered from Early Archaic components in the Eastern Woodland.

Other tool types and technologies first appearing during the Early Archaic include a change in hafting techniques, indicated by the appearance of notched projectile points. Bannerstones, believed to be used as weights for spear-throwers (or atlatls), also appear at this time, further indicating a change in projectile technique. It is during the Early Archaic that ground stone tools become more ubiquitous. Axes and celts suggests a wood working industry while grinders and slabs, typically used for processing seeds, also become common. Other artifacts include bone awls, hafted drills, scrapers, adzes, bifaces, cores, choppers, and many types of flake-tools.

Middle Archaic

This long culture period (ca. 8000-4000 B.P.) is often characterized as a time of gradual change when strategies were developed to intensively exploit regional environments. Reflecting these strategies is the Middle Archaic tool assemblage, which is diverse in both form and function. For example, fabrics, basketry, sandals, and other perishable products from a few sites with extraordinary preservation characteristics (e.g., Graham Cave in Missouri) complement typical stone assemblages containing ground stone axes, various grinding stones and slabs, chipped stone drills and scrapers of several forms, bannerstones, and many specialized flake-tools. Elaborate bone pins and shell ornaments were also made. Typical projectile points include stemmed forms (e.g., Jackie Stemmed, basal notched), lobate styles (e.g., Rice

Lobed), and many heavy, side-notched varieties of the Big Sandy, Godar, and Raddatz types. The varied and specialized tools of Middle Archaic hunters and gatherers clearly illustrate high-level organization and proficiency in their exploitation of the resources within a territory. Evidence for incipient sedentism, primarily in the form of large domestic structures and thick middens, is also seen during the latter part of the period at some sites (e.g., Koster site in Illinois, McNeal Fan in southeastern Iowa).

Late Archaic

This period (4000-2450 B.P.) may be viewed as a transitional time from the mostly mobile hunter-gatherers of the earlier part of the Archaic to the more sedentary subsistence patterns of the Woodland period. These developments may also be a response to an increase in human population resulting in an intensification of territoriality. The Late Archaic period is generally perceived as when regionalism increased, settlement patterns tended to become somewhat more sedentary, and the first concrete evidence of long-distance trade appeared.

The Late Archaic tool assemblage is dominated by large bifaces (e.g., Sedalia Lanceolate, Stone Square Stemmed, Etley Stemmed, Red Ochre Lanceolate, Osceola) used as projectiles and knives, and thick bifaces (e.g., Clear Fork Gouges, Sedalia Diggers, Adzes) that functioned as digging and chopping tools. Grooved axes, bannerstones, grinding implements, drills, scrapers (often reduced forms of larger points), and a full complement of bone tools form other parts of the Late Archaic assemblage. Projectile point styles include stemmed, lanceolate, and both corner- and side-notched forms. Concentrations of human burials appear in some Late Archaic sites and this increased attention to inhumations could represent an intensification of social interaction that grew out of increases in population coupled with territorial constriction. The Early Woodland horizon, marked by the appearance of pottery, may have developed in some areas from the

Late Archaic during the last millennium B.C.

Woodland Period

The Woodland era cultural tradition witnessed the adaptation of several important technological advances significantly changing ancestral American Indian life. Archeologically, the appearance of pottery generally marks the beginning of this tradition, and it is the use and dependence on ceramic vessels that ultimately affected resource utilization strategies. An additional technological advance later in the tradition was the adoption of the bow and arrow, which resulted in a shift to smaller projectile points requiring a less labor-intensive effort to produce. Though beginning in the later part of the Archaic era, horticulture expanded during the Woodland era to supplement a predominately hunting-gathering economy.

While the Archaic era spans a considerably longer time than the Woodland, the number of reported sites from this early time are considerably lower than known from the shorter, but more recent, Woodland period. Part of this is due to geologic factors, including burial in upland and valley floor settings, and a sole reliance on projectile points (and to a lesser degree, grooved axes) for relative dating (identification of Woodland sites benefit from having both points and pottery available for relative dating). As noted above, undoubtedly more Archaic sites, especially those dating from the Late Archaic period, are present but cannot be confidently dated because of a lack of diagnostic artifacts. Another factor is demographics. It is widely assumed that population densities gradually rose during the Archaic era leading to a perceived increase in territoriality during the latter part of the period. The poor understanding of the Early Woodland in Iowa is due primarily to the paucity of excavated sites dating to this period.

Point types commonly associated with the Early Woodland consist of many of the same stemmed types common during the Late Archaic. A distinguishing feature, however, between the Early Woodland and the Late Archaic is the presence of ceramics. Early Woodland pottery includes Black Sand Incised, Marion Thick, and Spring Hollow Incised. Some pottery types transition into at least the early part of the

Middle Woodland period, causing further identification problems for researchers.

Middle Woodland

The Middle Woodland period (ca. 2150-1550 B.P.) is better understood in Iowa than the earlier periods due to the identification and excavation of more sites dating to this time. The material culture is thought to include broad blade, corner-notched points (e.g., Castroville, Brewerton, Ensor, Snyders, Gibson, Manker), and contracting stem styles (e.g., Gary, Dickson, Waubesa). Investigated habitation sites have yielded a full range of chipped and ground stone tools like those described for the Late Archaic, but blades and blade cores are more common in addition to the occasional ceramic figurine.

The Middle Woodland period was a time of regional social integration. Through a long process, first started during the Archaic tradition, bands of hunters and gatherers gradually became enmeshed in a network of territories where each kinship group was allocated rights to an adequate supply of natural resources. Rights to resources were established on a community-wide scale according to social traditions and reciprocal obligations. These rights to territories and reciprocal obligations are manifested in material aspects, such as the construction of earthen mounds, the creation of esoteric or ideological objects (e.g., human figurines, certain point and pottery styles, and platform pipes), and the pan-continental exchange of exotic materials (e.g., grizzly bear teeth, obsidian, mica, galena, and marine shell). The occurrence of obsidian is commonly seen as diagnostic of the Middle Woodland period in Iowa although actual occurrences are rare.

Late Woodland

Current models of the Late Woodland period (ca. 1550-950 B.P.) indicate a trend toward regionalism and ultimately tribalism. The dispersion of sites over a wide range of environments in Iowa offers insights into Late Woodland settlement and subsistence. Taken together, these data indicate Late Woodland settlement patterns characterized by fissioning of the basic productive units of society into smaller-sized units

exploiting a wider range of environments than previously. Groups would periodically coalesce for exchange and to reaffirm social relationships through activities like mound construction and intermarriage. In terms of material culture, Late Woodland sites in Iowa are characterized by plain and cord roughened ceramic styles, with fewer decorations than during Middle Woodland period. There is also a shift away from larger point styles (Pelican Lake, Snyders, and other Middle Woodland types) to smaller arrow points (Madison, Scallorn, Koster, Klunk, and Des Moines). When they co-occur, the larger points may have functioned as knives while small-notched and unnotched points were probably employed as tips on arrow shafts. Research into Late Woodland lithic technology indicates emphasis on small-sized cores, soft hammer and pressure flaking detachment techniques, and small flake-tools, as well as triangular projectile points.

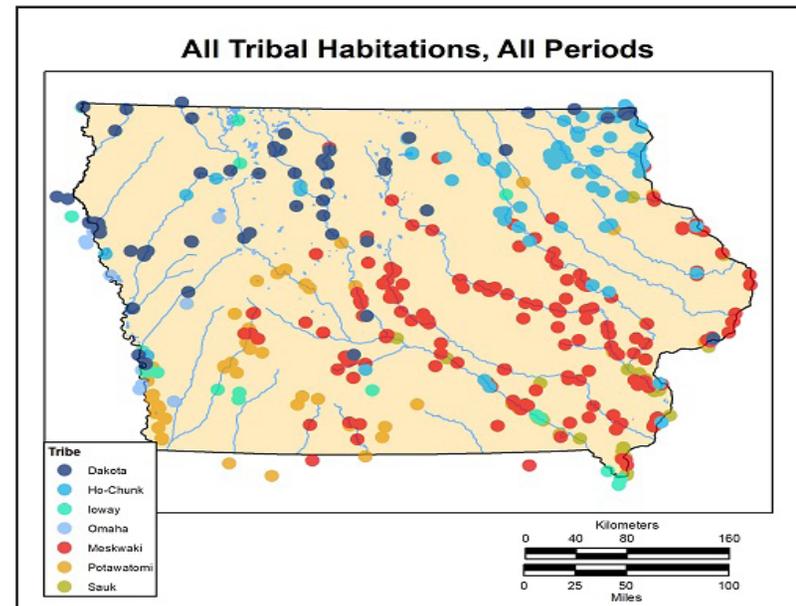
Late Prehistoric Period

The Late Prehistoric cultural traditions (ca. 1000-300 B.P.) reflect even greater regionalization and sedentary lifeways than previously seen in Iowa, and subsequently, greater focus on the exploitation of local resources. It is during this tradition that the political and cultural entities of the Native American peoples later encountered by the first Europeans developed and differentiated. In terms of material culture, shell-tempered pottery (e.g., for Oneota) or finely executed pottery designs (e.g., for Great Oasis) are the most common and readily apparent cultural markers. The mixed horticulture and hunting-gathering economy of the Woodland gradually expanded during the Late Prehistoric until, for some cultures, maize-based agriculture was the primary subsistence strategy with eventually beans becoming important as well. Hunting and gathering continued to supplement the prehistoric diet, however, especially in times of food stress (e.g., later winter/early spring).

Great Oasis

Of the four major late prehistoric cultures identified in Iowa, the one most applicable to the Madison County area is “Great Oasis.” Late Prehistoric sites associated with Oneota are mostly recorded farther to the east and northeast, but are certainly possible in the county. Moines River. Two general clusters of Great Oasis sites have been recorded: (1) in northwestern Iowa along the Floyd, Little Sioux, and Big Sioux Rivers and (2) in central Iowa along the Des Moines, Raccoon, and South Raccoon Rivers. Sites in central Iowa are classified as the Maxwell phase and include both habitation and cemetery sites recorded in Dallas and Boone Counties. At least one of the central Iowa habitation sites contained evidence of rectangular-shaped houses containing interior cache pits. Great Oasis people raised maize and other cultigens (e.g., sunflowers, gourd, squash, little barley, etc.) as well as hunted and gathered. While bison hunting undoubtedly took place, the variable number of bones (and lower occurrences of grooved mauls) suggested that the Great Oasis in central Iowa were less dependent on these animals than groups farther to the west.

In terms of material culture, Great Oasis sites produce an array of chipped stone tools, including small triangular and corner-notched points, scrapers, graters, and numerous used flakes. An extensive variety of ground stone artifacts, such as shaft abraders, manos, metates, celts, are also present. The most important artifacts on Great Oasis sites, especially for relative dating and cultural identification, are ceramics. Globular-shaped pots with rounded shoulders and bottom are the typical Great Oasis vessel form. The neck is constricted, the rim outflaring with a flat lip, and wall thin and tempered with fine grit and grog. Key to sherd identification as Great Oasis is the finely and precisely executed decorations on the rim exterior and lip. Three Great Oasis ware groupings have been proposed: High Rim, Wedge Lip, and S-shaped rim.



9.3 Significant Archaeological Resources

A total of fifteen archaeological site locations are on file as part of the official state records (Iowa Site File) maintained by the University of Iowa Office of the State Archaeologist (OSA) within a two-mile buffer around White Pole Road; these sites are in Adair, Dallas, and Guthrie counties. Of this total, eleven are Euroamerican affiliated and four are ancestral Native American in cultural affiliation. The latter are older than ca. AD 1650 and potentially as old as the Paleoindian period (ca. 12,000 BP). Euroamerican sites, all more recent than AD 1800, include the following site types (note to be archaeological, any buildings or structures related to these locations are essentially dilapidated [e.g., no roof, two or fewer standing wall portions] with most showing little or no above-ground presence):

- 5 farmsteads
- 3 historic scatters
- 2 industrial sites
- 1 school

The ancestral Native American (Indian) sites recorded include:

- 2 isolated finds (most typically, individual projectile points)
- 2 lithic scatters (only stone tools and related debitage)

These are likely just a small portion of the complete WPR vicinity archaeological record as they represent locations voluntarily shared with the OSA or recorded by professional archaeologists as part of historic preservation investigations. These latter have covered less than 5% of the examined area, so the likelihood of additional archaeological discoveries in the future is very high. Projects that cause deep disturbance on terraces and floodplains are especially likely to encounter buried and well-preserved archaeological deposits, including those related to early occupations such as Archaic and Paleoindian.

Other parts of the county, especially eroded upland agricultural areas, are less likely to yield newly discovered archaeological deposits but may include locations known to local collectors to have previously yielded large amounts of artifacts never reported to OSA for inclusion in the Iowa Site File.

9.4 Challenges & Opportunities

- Continue to identify, research and interpret existing and future resources that contribute to the archaeological quality of the scenic byway corridor.
- Increase the public's awareness, enjoyment and understanding of archaeological quality of the WPR Corridor by improving access to, and providing information about, archaeological resources.
- Some of our archaeological resources may be threatened by quickly expanding rural housing and business developments. Modern zoning ordinances are needed to encourage "clustering" of developments rather than the existing random mosaic of ever-expanding subdivisions.
- Educate the public about what is and is not legal to dig up and/or keep. Encourage those who find artifacts on private land to share

their finds with the State Archaeological Office so that they may be properly documented.

9.5 Goals, Actions & Strategies

- Prioritize the preservation and protection of our county's archaeological resources.
- As we do not have archaeological sites that byway travelers can visit, we will need to create alternative ways to interpret these stories to visitors.



**SECTION 10:
CULTURAL RESOURCES**

ST. SAULS CHURCH
1903

CULTURAL RESOURCES

“Art and Cultural Resources are evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, art, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.” - Scenic America

Cultural quality is the evidence and expressions of the customs or traditions of a distinct group of people. Cultural features include, but are not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc. that are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

Cultural attractions and events offer residents and travelers the opportunity to enjoy and participate in the unique essence of the WPR Corridor. Culture is manifested in the small towns and rural areas along the corridor. Visitors can experience the culture and gain an appreciation of it, leaving with a better understanding of residents and their way of life.

10.1 Significant Cultural Resources

Award-Winning Restaurants

The Chuckwagon Restaurant in Adair recently won an award for “Best Burger,” and Zipp’s Pizzeria in Adair has been named “Best Pizza” in Iowa.

Drew’s Chocolates

Helen Drew started making black walnut fudge in her home at the west edge of Dexter in 1927, using a recipe she had received from relatives in New England. The Drews made six trays of it and put up a sign that read “Mrs. Drew’s Candy Shop.” This was during the Depression era, but the main highway between Des Moines and Omaha ran

right by the Drews’ home.

Motorists and truckers stopping in town for gas would visit the shop. The Drews branched out with other kinds of candies, experimenting and perfecting them, but always using the old method of hand dipping each piece. During WWII, people ordered Drew’s Chocolates to send to servicemen.

Drew’s Chocolates are still made and sold in the basement of the same house along WPR. They still ship chocolates all over the United States, and even to other countries.

Fever Heat

Fever Heat was a 1968 Heartland Productions movie about stock car racing based on a novel by Des Moines writer Henry Gregor Felsen. Felsen’s most popular writings were his car series books. The series (*Hot Rod, Street Rod, Rag Top, Crash Club*) was especially popular with teenage males, and sold more than eight million copies.

Most of the movie was filmed in Dexter. The headquarters for the Heartland, Inc. production of the movie were located in George Struck’s boat factory, where the sets were built. Interior shots were done in various Dexter homes, and most racing scenes were filmed at the Stuart Speedway. Ten Hollywood actors were brought in for the production and housed at the Edgetowner Motel at DeSoto.

Locals liked to watch what the film crews were doing, especially if popular *Petticoat Junction* TV actress Jeannine Riley was in town to film her part as a cute young widow who runs her late husband’s garage. Nick Adams, best known as Johnny Yuma on *The Rebel* TV series, played an ex-stock car racer whose truck needs repairs.

In his final film role, Nick Adams is a young mechanic who finds danger and romance in the exciting, sometimes unscrupulous, world of stock-car racing. The Dexter Museum has posters and memorabilia

from the making of the movie.

Barrow Gang Shootout Site and former Dexfield Amusement Park

An outdoor interpretive marker commemorates the site where a posse tried to capture Bonnie and Clyde, and successfully captured Buck and Blanche Barrow, at Dexfield Park.

Dexter City Museum

This local museum houses an interesting collection of historic artifacts, including farm implements, school furnishings and much more.

Dexter Community House (aka Roundhouse)

Listed on the National Register of Historic Places, this unique elliptical engineering feat was built in 1916 and was once home to a basketball court. It currently serves as a community center.

The following is from Marilyn Boyle, a Dexter Community House Board member:

The Dexter Community House (aka Roundhouse) was built in 1916 through the effort of several prominent members of the community. The idea was fostered by a tabernacle that had been constructed for temporary use in the early 1900s as a place for revival meetings, social gatherings and entertainment of the time. When the temporary structure was removed, its loss was keenly felt and the proposition of a community building was placed before the people. Subscriptions were made and when at last enough money was pledged, plans were drawn for a public building of such uniqueness and size that it was deemed the first of its kind on the American Continent. The architect was Major Matthew Leander King, grandfather of actor Nick Nolte.

Total cost of the building was \$10,000. It was divided into \$5.00 shares and no one person was allowed to own more than 60 shares

of stock. The first managing board was made up of seven people: two members from each church, one from a farm program group, representing the rural farm community, one from the school board, and one from the town council. There were 188 names on the original list of stockholders, and they had each purchased between 1 to 60 shares.

The 100' x 68' building appears to be round at ground level, and is commonly referred to as the "Roundhouse." But, in fact, the building is elliptical. It is constructed of hollow blocks throughout. The roof is domed without support except at the walls. Rumors and fears about the impending collapse of the roof began before construction was even completed. In order to alleviate these fears, cars were allegedly driven up board ramps onto the 30' high dome to prove the strength and durability of the seemingly unsupported roof.

The interior offered an entrance with a box office at the south end of the ellipse, and at the opposite end, a fully equipped stage with footlights, stage lights and landscape scenery. Beneath the stage were three dressing rooms, two coal bins and a library. The huge auditorium proved more than adequate for Chautauqua assemblies, Lyceum courses, revival meetings, entertainment, political and social gatherings, moving pictures, religious services, and a host of other events.

Succeeding years saw extensive use by the Dexter School District. Because of the excellent acoustics and seating capacity, the building was used for various activities including school plays, musical presentations and graduation ceremonies. Before completion of the new high school, basketball games - including sectional tournaments - were held in the facility which provided seating for 1,000.

The 90-year-old building was placed on the National Register of Historic Places in 1975 and is owned by the City of Dexter. It is operated and maintained by the Dexter Community House Board. The Roundhouse continues to be a popular site for a variety of community and social functions such as dances, talent and variety shows, theatrical productions, recitals, plays, wedding and anniversary receptions, reunions, church services, club meetings, dinners, flea markets, fitness and

sports activities, and a multitude of other events.

The following is from “Dexter Dedicates Community House: Splendid Building, Destined to Become Center of Community Life, Is Completed.” Wednesday, March 7th, 1917. *Winterset Madisonian*

The “Dexter movement’ toward larger interests in community affairs, received a lasting impetus when the new Dexter Community House was dedicated on Washington’s birthday. The idea of such a structure grew out of the general use made of a tabernacle erected for evangelistic meetings two years ago. When the tabernacle was torn down, the pastors of Dexter inaugurated union meetings to further a community house. From a dream, the plan grew to reality, until a structure has been built costing in all \$10,000. Made of hollow blocked, elliptical in shape, with a dome shaped roof and seating capacity of 1,000, with a stage fitted with artistic scenery, dressing rooms, a library room and two coal bins, the building is adapted to all sorts of enterprises. The interior, with sandstone finish, electric lights and comfortable furnishings, is attractive. Two programs were given Ex-Governor Clarke being the speaker on Thursday evening, with the dedicatory exercises occurring on Friday afternoon. Of the \$10,000 needed to cover the cost, all but a few hundred dollars has been subscribed.

Dr. Chas. E. Schaible, who was present at the dedication, stated that in his extensive experience in this line of work, the Dexter community house is the first of its kind on the American continent. Such an enterprise is carried out only by great expenditure of time and money, hence our neighbors are to be congratulated upon the local pride and unity of spirit.

Dexter Library (The Wilson Bench)

Clabe Wilson was an Iowa farmer who lost his farm due to the slump in farm prices after WWI. Clabe, his wife, Leora, and their seven kids ended up in the small town of Dexter. He hired out to work on farms, but as the Great Depression deepened, that kind of work dried up.

During the summer of 1930, daughter Doris, then nearly 12, spent her free time in the upstairs bedroom she shared with a younger sister, where she read in a wooden rocking chair, leaning against the open window to catch a breeze.

That was the year Dexter’s first public library—with 100 donated books—opened in Allen Percy’s law office.

By the next summer, Clabe got a job in Redfield at the brick and tile plant. But during an operation, he lost a lot of blood and was weak for months.

Because so many Americans were out of work, President Roosevelt’s “New Deal” – a series of programs enacted in 1933 – was set up. Funds were granted to states to operate relief programs to create new unskilled jobs.

Clabe got a part-time ERA (Emergency Relief Administration) job in the summer of 1934 –keeping the town pump oiled. The Dexter pump was west of the road that leads to the cemetery, in the south ditch of the east-west road.

After 1934 the library was moved from Mr. Percy’s office to a room at the town hall. The ERA was replaced in 1935 by the Works Progress Administration (WPA), which funded Clabe’s road work jobs. That fall he and daughter Doris spent late hours working on corn at the Dexter Canning Factory. Doris graduated Dexter High School in 1936 – the same year the library became tax supported and reorganized under Iowa library laws.

A 1939 WPA project was approved to remove the second story of the building which had once housed the Chapler-Osborn Clinic. Men, including Clabe Wilson, were hired to reuse materials from the second story for a Library Hall which included a community room with a kitchen and dining area.

Seven years later, Doris Wilson married a Dallas County farmer who had volunteered for the Army Air Corps in WWII. After the war, in the early 1950s, they bought a farm south of Dexter.

Today a bench commemorating the WWII service of Clabe Wilsons' five sons sits right outside the same brick building their father worked on decades ago.

Saints Center for Culture and the Arts

A one-time Catholic church, the Saints Center was burned by an arsonist. The Project Restore Foundation formed to save and restore the building, turning it into a community cultural center after the parish built a new church on the edge of town.

The Saints Center is also a state-wide center to teach tolerance and understanding. Project Restore believes that through education, people can learn to appreciate the diversity of the global family. By restoring All Saints, Project Restore hopes to save a piece of the cultural history of Stuart, and also to promote understanding through the teaching of tolerance.

The Learning Museum located in the Saints Center offers a self-guided video tour on interactive kiosks that explain the world's religions in a non-promotional, unbiased format. Visitors can learn about Christianity, Islam, Hinduism, Buddhism, Judaism, Indigenous, Chinese Traditional, and even non-religions.

The new Saints Center features four unique gathering spaces for events.

Rock Island Railroad Depot

The restored Rock Island Railroad depot is now used as a meeting and event center, and is listed on the National Register of Historic Places.

Hotel Stuart/Sexton Hotel

This partially restored historic hotel is listed on the National Register of Historic Places. New owners are working to finish the restoration which will include a café, bar and apartments.

Masonic Temple Building

This mixed use historic building is listed on the National Register of Historic Places.

Kalbach Oil Gas Station and Waving Man Sign

The 1930s era gas station features a restored 1934 waving-man neon sign. It could serve as a possible future home of a WPR welcome center.



Freedom Rock

The original patriotic-scene rock painted by Ray "Bubba" Sorenson, which is replicated by the artist in all 98 other counties in Iowa.

Ivers Building Mural at Veterans Memorial Park

The Freedom Rock is not the only work by Ray "Bubba" Sorenson along WPR. Sorenson painted the huge mural on the side of the Ivers Building (currently owned by Marjorie Sublett of Serenity Memorial

Monuments) in Casey. The mural depicts soldiers in action during different conflicts throughout history, including both World Wars, Vietnam, Korea, and the Gulf War. The mural states “Thank You Veterans for Our Freedom,” and several other quotes. The Veterans Memorial Park was founded in 2000 by C.T.O.

The Veterans Memorial Park’s Open Air Pavilion was created after a former building that occupied the space was torn down and its basement filled, leaving a usable lot.

McPherson Street Pocket Park

This new pocket park on McPherson Street in Casey offers seating in



a landscaped setting, and a unique metal sculpture designed by Jennifer James Ireland Designs and fabricated by Jeff Johnston of Wilson Welding. The sculpture even features White Pole Road!

Adair Viaduct and Main Street

This unique historic bridge over the railroad and appropriately restored historic main street district are located in the city of Adair. Brick streets and a picturesque setting make for an attractive destina-

tion.

Stuart Fremont Theatre

A single screen theater showing many first run releases, Stuart Fremont Theatre currently has showings daily at 7:00 pm and 2:00 matinees on Saturdays and Sundays.

Chautauqua

Iowa native Keith Vawter created the circuit Chautauqua after the permanent establishment on the Chautauqua Lake in New York, but it had no direct affiliation with the movement started by Bishop John H. Vincent. Instead its origin can be traced to James Redpath of Boston who opened the American Lyceum Bureau which arranged engagement for numerous speakers all over America. Vawter bought a share and the traveling Chautauqua was on its way. The first tent was erected in an Iowa meadow in 1904.

Traveling Chautauquas were popular in Iowa. In summer months, the Chautauqua would go town to town to entertain people, similar to a carnival. The Chautauqua circuit brought culture, entertainment, and news to small-town America. Theodore Roosevelt called Chautauqua “the most American thing in America.”

From July 14-21, 1916, people came to Dexter for Chautauqua lectures from Professor C.W. Wassam, as well as performances by Maud Schearer and her Shakespearian Players, the Metropolitan Singers, and other entertainment and education.

Casey author Thomas Duncan’s first book, written while he was a student at Drake University, is called *O’Chautauqua*. His friend and college mate, artist Grant Wood, designed the cover for the book sleeve. Duncan also traveled and entertained with these shows for some time. Chautauqua came mostly to an end in the 1920s, due to the Wall Street crash, the Depression, and the new era of transportation.

Doe a Deer Design (Stuart)

The original Doe A Deer product line started with two notepad and two towel designs at a small-town craft show. Doe a Deer Design now has a full product line at over forty retailers across the United States.

Stuart Quilting Divas

Formerly known as the Friendship Quilt and Craft Club, the group formed in 2008 and changed their name to the Quilting Divas in 2016. They have been actively involved with Quilts of Valor since 2017. The Quilting Divas meet on the third Monday of every month at 6:30 p.m. at the Stuart Library, and cost is \$2 per meeting for members.

Schafer Century Barn and Barn on the Hill (Adair)

In addition to serving as a venue for weddings, events, and live music, the Schafer Barn on the Hill held a Christmas at the Barn craft/vendor fair and celebration in December 2019. The festive Christmas experience featured lots of local vendors, live Christmas music, a coffee/cocoa/cider bar, free wagon rides, and more.

10.2 Cultural Events

Adair's Annual Chuckwagon Days

Formed in 1955 and until recently called Jesse James Chuck Wagon Days, the three-day festival is hosted by the Adair Chamber of Commerce. The festivities include a hot dog stand, Scoop the Loop and a movie in the City Park, John Deere Day of Play, Adair Fire Department dinner and entertainment, Chamber Kids Parade, pancake breakfast, 5K Fun Run/Walk, a tractor show, parade, dance, and much more. The 2021 event took place over the last weekend in June.

Adair County Fair

The mission of the Adair County Fair Foundation is to provide education and facilities for youth and community betterment. The fair board is comprised of one person representing each township in Adair County and seven at large from Adair or surrounding counties. The fair takes place annually in July at the fairgrounds in Greenfield. Activities include a Demo Derby, 4-H and FFA livestock and static exhibits and judging, and more.

Bonnie & Clyde Run/Walk

Occurring in late April, this five-mile run/walk from Stuart to Dexter along WPR, marks the famous crime duo's history in the area.

Guthrie County Fair

The Guthrie County Fair has been an established venue since 1858. According to *Centennial History of Guthrie County, Iowa*, the first fair was held in Guthrie Center with all exhibits except for livestock displayed in the schoolhouse. The fair is held annually over Labor Day weekend giving the county a long weekend of fun, family-oriented events. The fairground features two buildings for events such as receptions, educational venues, or reunions. The amphitheater with a seating capacity for large events offers a comfortable setting for rodeos, musical entertainment, and motor sports.

Jesse James Days

The first re-enactment of the Jesse James Train Robbery in Adair was held on July 21, 1954. The Rock Island Railroad brought their No. 9 engine with some railroad cars to Adair for the re-enactment, which gained nationwide publicity on John Cameron Swaze's news broadcast. Some of the local people who took part in the re-enactment were: Merle Moore, coming off the railroad car; Glen Gustafson, at left beside his horse, a member of the Gang who played the part of Cole Younger; Mildred and Glenn Parkinson's daughter, stepping down from the train; an unidentified lady in bonnet; and Frank Parsons, emptying his pockets into the mail bag which is held by Keith Noland, who played the part of Jesse James. The conductor in the back was a

member of the train crew from Chicago. — *Adair News*

Scoop the Loop

“Scoop the Loop” is a large, vintage auto event with no registration fees, prizes, or gifts, that takes place a couple of evenings each summer along Main Street in Stuart. The casual atmosphere has made this event one of the larger in the region with car enthusiasts. Street food and music are also a part of this family-friendly evening.

Stuart Farmers Market

The Stuart Farmers Market takes place at Lawbaugh City Park every Wednesday afternoon from 4:30pm to 6:30pm, from mid-May through mid-October.

Stuart Good Egg Days

Stuart Good Egg Days is an annual celebration in the City of Stuart in June over Father’s Day weekend. Events include a parade, street vendors, inflatables, an egg toss, street dances, a 5K run, a slow pitch softball tournament, a 3X3 basketball tournament, and lawnmower races.

The Good Egg Days celebration first appeared in *The Stuart Herald* in August 1962. The Stuart Service Club promotion committee planned the two-day event. The celebration’s name was submitted by Thelma Maline. The first celebration was held in mid-September on a Monday and Tuesday. Activities including a parade, bicycle rodeo, amateur contest, BBQ dinner, watermelon feed, and carnival.

White Pole Road Garage Sales

This fun garage sale takes place along WPR in early June. While traveling from town to town in search of bargains, visitors follow the white poles along the route and pass several barn quilts, the restored Sacony Mobile Gas Man, the old Stuart Depot and Hotel that are being restored, and the 1923 viaduct in Adair. The WPR sale is not only a bargain-hunting trip, but a beautiful sightseeing tour of some of

Guthrie County’s most beautiful countryside.

10.3 Libraries

Adair Public Library
312 Audubon Street
Adair, IA 50002

Casey Public Library
604 Antique Country Drive
Casey, IA 50048

Dexter Public Library
724 Marshall Street
Dexter, IA 50070

Menlo Public Library
505 5th Street
Menlo, IA 50164

Stuart Public Library
111 Front Street
Stuart, IA 50250

The Casey Public Library was created by the Casey Women’s Study Club in 1942. The group rented the basement of the Security State Bank for \$1.00 per month. In 1948, the library relocated to the City Community Building. In 1969, Thomas Duncan donated a building on Main Street for the library’s use, requesting only that it be named the Duncan Memorial Library in memory of his father, Dr. William Duncan. By 1990, the library has outgrown that building. In 2006, the library open its doors in its new and current location.

10.4 Churches/Religion

“As children, my sister and I would walk to town for Sunday School. A neighboring family would always take us home. Church was very important. Even though we didn’t have any money, no one else did either, but going to church was important.” — Dorothy Sanborn

“We went to church almost every Sunday in Anita. After church, we would go to Mary’s Cafe in Casey and have a full dinner, including homemade rolls, real mashed potatoes and gravy, and salad.” — Julie Jensen

“My favorite minister was C.S. Linkletter, who was a cousin of Art Linkletter, a TV personality at the time. I sang in the choir and was involved in the youth group.” — Phyllis Scholl

All Saints Catholic Church

All Saints Catholic Church, better known now as the Saints Center, was a parish church building in the Diocese of Des Moines, designed by renown Boston architects Maginnis and Walsh, and served as the parish church until 1995 when an arsonist burned it down. The church’s limestone walls survived the fire, but the roof and most of the interior were destroyed.

After the parish decided to build a new church at a different location, the Project Restore Foundation and the community restored the building into a community cultural center in 2010. It was listed on the National Register of Historic Places in 2008, and is a rare example of Neo-Byzantine architecture in the state of Iowa. It is located three blocks north of WPR in the heart of Stuart.

Adair

Adair-Casey United Methodist Church
401 Cass Street

First Presbyterian Church
1324 Fallow Ave

Good Shepherd Lutheran Church
1107 Broad Street

Immanuel Lutheran Church
709 Adair Street

St John’s Catholic Hall
501 Adair Street

St John’s Lutheran Church
3046 Union Ave

Casey

Adair-Casey United Methodist Church
100 E 2nd St

St John Lutheran Church
104 E 1st Street

Dexter

Calvary Assembly of God
916 State Street

Dexter United Methodist Church
707 Warren Street

Zion Lutheran Church
309 Marshall Street

Menlo

Menlo Church of Christ
504 Sherman Street

Stuart

All Saints Church
216 All Saints Drive

Fairview Congregational Christian Church
1706 Stuart Road

Heartland Baptist Church
207 SW 7th Street

New Beginnings Open Bible Church
207 SW 7th Street

Stuart First Congregational Church
224 N Division Street

Stuart Mt Vernon United Methodist Church
219 NW 2nd Street

Friends Church (Quaker)
723 N Fremont Street

10.5 Challenges & Opportunities

The WPR Board and Stakeholders feel strongly that recent history, culture and folklore should be interpreted for the byway traveler to add additional depth to the WPR experience. Opportunities for visitor engagement and learning about the cultures in the area, such as immigrants and their original cultures, are extremely limited.

Public Library Programming

In addition to being sources of information, the five city public libraries sometimes offer cultural educational programming, including presentations and discussions, and historical information about the area. The Stuart Public Library, for example, offers a monthly Poetry Club.

Iowa State University Extension and Outreach in Dallas County

Dallas County Extension serves lowans through four program areas: Agriculture and Natural Resources, Human Sciences, 4-H Youth Development, and Community Economic Development. The Dallas County Extension Council, county staff, and ISU Extension and Outreach staff work together to provide research-based learning opportunities for their citizens. Through this partnership, they carry Iowa State University's land-grant mission across Dallas County. The Data for Decision Makers are brief reports presenting a profile and snapshot of a city's, county's, or region's demographic, economic, social, health, or housing characteristics. These reports are frequently updated as new and revised data become available.

Made Along White Pole Road

Locally-made products are highly desirable to visitors. Most notable are Drew's Chocolates in Dexter and Doe a Deer Design in Stuart. WPR could market products made along the byway or partner with these makers in some way (such as a Foodie passport).

Farmers' Markets

Farmers' markets are an integral part of the urban/farm linkage and have continued to rise in popularity over the last decade. Farmers' markets allow consumers to have access to locally grown, farm fresh produce, enable farmers the opportunity to develop a personal relationship with their customers, and cultivate consumer loyalty with the farmers who grow the produce.

The Guthrie County Farmers' Market celebrates local gardeners, bakers, artisans, nonprofits, and ordinary folks in and around Guthrie County by providing them with a venue by which they can show and sell their items to the community.

The Stuart Farmers' Market takes place at Lawbaugh City Park every Wednesday afternoon from 4:30pm to 6:30pm, from mid-May through

mid-October.

Live Music

Schafer Barn on the Hill is a live music, wedding and event venue on WPR in Adair. It is a sister barn to Schafer Century Barn. The owners have also restored the historic St. John's Wedding Chapel, located between their barns, and rent it out for wedding ceremonies.

10.6 Goals, Actions and Strategies

CMP strategies to develop and enhance Art and Cultural Intrinsic Resources while preserving them within the corridor include the following:

- **Collect and Archive Cultural & Historic Documentation** - Work with partners including county historical societies, museums and libraries to collect cultural and historic documentation such as diaries, documents, photographs, and other evidence of cultures in the region, and catalog them for use in developing interpretive and educational materials.
- **Develop Cultural Interpretation** - Develop site wayside exhibits that engage the public and tell the stories of specific sites, sacred places, cultures, or people in a respectful manner, and provide accurate and culturally sensitive interpretation of past and current cultures.
- **Develop Topical Printed Interpretation** - Develop topical printed materials that travelers can pick up at key visitor amenities and refer to or take home.
- **Foster Initiatives and Projects That Increase Art Along WPR** - Assist with efforts to increase interactive or culturally based art along WPR. This might include art, sculpture, murals, and other ways that beautify areas in downtowns, historic districts, and other high trafficked areas, as well as places to create or showcase art created in the WPR Corridor.

- **Celebrate Locally-Made Products through Publications and Signage** - Develop information and outreach materials about the unique opportunities for visitors to experience the “local” culture, including but not limited to, locally grown foods, local ethnic cuisine and regional foods, local jewelry, pottery, glass, furniture, paintings, and other arts and culture.
- **Develop, Coordinate, Promote, and Market Cultural Events** - Encourage collaboration and coordination to develop, implement and market/promote cultural events and opportunities.

SECTION II: TRANSPORTATION & SAFETY



TRANSPORTATION & SAFETY

“Road safety refers to the methods and measures used to prevent road users from being seriously injured. Typical road users include pedestrians, cyclists, motorists, vehicle passengers and passengers of on-road public transport (mainly buses and trams).”

11.1 Introduction

Ensuring the safety of byway travelers is one of the main goals of the WPR Board. White Pole Road Scenic Byway is owned by multiple entities, including the communities of Adair, Casey, Menlo, Stuart and Dexter, along with Adair, Guthrie, and Dallas Counties, and the State of Iowa. This shared ownership of the byway makes partnership among entities essential.

This section includes information on existing road and bridge conditions, traffic and accident statistics, as well as safety concerns and proposed strategies.

11.2 Existing Road Conditions

The WPR route is twenty-six miles in length, incorporating five cities (Adair, Casey, Menlo, Stuart, and Dexter) in three counties (Adair, Guthrie, and Dallas). The byway route includes mainly one road - White Pole Road - otherwise known as County Highway 925. Existing conditions that impact the byway traveler's safety and use of WPR include the following:

- Average speeds along WPR are 25 miles per hour in town and 55 miles per hour outside city limits on county and state roads.
- No traffic lights along the route.
- The WPR route consists of twenty-six miles of pavement.

Annual Average Daily Traffic (Passenger Cars/Pickups, Single Unit Trucks): AADT is a general unit of measurement for traffic, which represents the annual average daily traffic that travels a roadway segment. The FHWA 13-Category Vehicle Classifications were used to separate the three categories:

- Passenger AADT includes two-axle passenger cars, pickup trucks, and panels or vans
- Single-Unit Truck AADT includes buses, single-unit two, three, and four axle trucks
- Combination Truck AADT includes single trailer three and above axle trucks and multi-trailers

The Congestion Index or Volume-to-Capacity (V/C ratio) is a measure that characterizes operational conditions within the flow of traffic. The ratio is an indicator of highway capacity sufficiency, where it is estimated that a facility is congesting as V/C approaches a value of 1.

The majority of the daily vehicular traffic on the WPR route is that of Passenger Vehicles (two-axle passenger cars, pickup trucks, and panels or vans), typically 90 to nearly 93 percent. Trucks (including single unit and combination trucks) make up the other 6-7% of daily traffic, on average.

2016* Average Daily Traffic (Iowa DOT) – Guthrie County (*Most recent numbers available)

Adair to Casey = 770 cars/day
Casey to Highway 25 = 1,000 cars/day
Highway 25 to Pecan Avenue = 1,330 cars/day
Pecan Avenue to Redwood Road = 920 cars/day
Menlo to Stuart = 1,520 cars/day
Stuart to Dexter = 1,680 cars/day

Two state-managed rest areas along I-80 in Adair (one westbound and one eastbound at Mile Post 81) are among the ten highest ranked rest areas on the interstate and deemed most deserving of future funding

considerations, according to the Iowa Statewide Rest Area Management Plan (IRAMP) created by the DOT. The plan was updated in July 2016 and in 2018. The Adair rest areas ranked in the top 10 for 5 of the 8 criteria and overall, and ranked 1st among all state-managed rest areas. The DOT stated that targeted future investment in these rest areas will be pursued.

The westbound Adair rest area was completed in 2011 and has over 582,000 visitors per year. The eastbound Adair rest area was completed in 2002 and has over 540,000 visitors per year.

11.3 Assessment of Safety Concerns

According to statistics from the Iowa DOT using the Iowa Crash Analysis Tool, the following crashes took place between the years of 2018-2021:

City of Adair:

Between 2018-2021, there were 39 vehicular accidents reported, of which 29 suffered property damage only, four had minor injuries, three suffered serious injuries, and three had unknown injuries. There were no known fatalities. Five of the reported crashes were along White Pole Road. The total property damage was \$454,739, an average of \$11,660 per crash. The most common major causes were animals in the roadway, running off the road, and losing control of the vehicle. The most common time of day was 12-2 pm, followed by 12-2 am.

City of Casey:

Between 2018-2021, there were eighteen vehicular accidents reported, of which fourteen had only property damage, one had minor injuries, two had possible injuries, and one had unknown injuries. None of the reported crashes were along WPR. Property damage totaled \$117,617, for an average of \$6,534 per crash. The most common major cause was an animal in the road, followed by loss of control and driving erratically. The most common time of day was 10 pm to 12 am, followed closely by 6 pm to 10 pm.

City of Dexter:

Between 2018-2021, there were sixteen vehicular accidents reported, of which eleven had only property damage, and five had possible injuries. Four of the reported accidents occurred along WPR. Property damage totaled \$98,950, for an average of \$6,184 per crash. The most common major cause was an animal in the roadway, followed by driving too fast or while distracted. The most common time of day was 6 pm to 8 pm.

City of Menlo:

Between 2018-2021, there were four vehicular accidents reported, two of which suffered minor injuries and two which had property damage only. Three of the four accidents occurred along WPR. Property damage totaled \$42,000, for an average of \$10,500 per crash. The major causes were split among an animal in the road, failure to yield the right-of-way at a stop sign, driver distraction, and running off the road. The most common time of day was 8 pm to 10 pm.

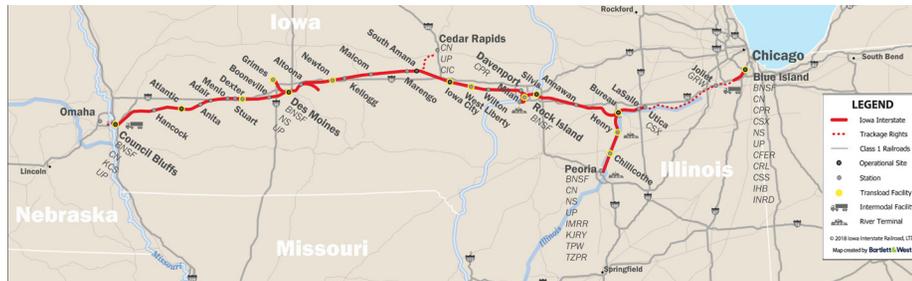
City of Stuart:

Between 2018-2021, there were 103 vehicular accidents reported, of which 83 had only property damage, twelve sustained minor injuries, seven had possible or unknown injuries, and one had serious or incapacitating injuries. Fourteen of the crashes reported took place along WPR. Property damage totaled \$601,481, for an average of \$5,839 per crash. The most common major causes were an animal in the roadway, following too close, running off the road, and failure to yield right-of-way. The most common time of day was 2 pm to 4 pm and 6 pm to 8 pm.

11.4 Threats/Recommendations

The Iowa Interstate Railroad (IAIS) runs across the state nearly parallel to I-80 and just north of the interstate through Adair, Menlo, Casey, Stuart, and Dexter. There are 306 miles of track owned/leased/

serviced in Iowa by IAIS and 62 miles operated under trackage rights.



There is one overpass bridge along WPR where the railroad tracks are laid over the roadway. The bridge is the IAIS Old US-6 bridge located near 345th Trail in Menlo. This steel stringer bridge was built in 1941 and spans 35 feet. The bridge is creating a safety issue (it appears that there are structural issues with the bridge span and supports), and is detracting from the scenic value of the byway due to frequent graffiti. (See image below.)



The WPR Board recommends informing the IAIS of its condition and inquiring about possible plans to repair it. The issue of the graffiti is a more complex one as it may require frequent repainting of the concrete on both sides of the structure.

The contact information for the IAIS is as follows:

Iowa Interstate Railroad Ltd.
5900 Sixth Street SW
Cedar Rapids, IA 52404
(319) 298-5400

SECTION 12: OUTDOOR ADVERTISING

The Original One Horse Town 

DEXTER



CITY PARK w/ WALKING TRAIL • MUSEUM • LIBRARY • FALL FESTIVAL

HISTORICAL SITES: BONNIE & CLYDE SHOOTOUT • DEXFIELD AMUSEMENT PARK

ROUND HOUSE • WHITE POLE ROAD • NATIONAL PLOWING MATCH SITE

OUTDOOR ADVERTISING

“More than 700 communities nationwide prohibit the construction of new billboards. Why? Because billboard control improves community character and quality of life – both of which directly impact local economies. In fact, despite billboard industry claims to the contrary, communities and states that enact tough billboard controls enjoy strong economic growth.” – Scenic America

12.1 Highway Beautification Act

The Highway Beautification Act, commonly referred to as “Title 23 US Code 131” and nicknamed “Lady Bird’s Bill” was passed into law by President Lyndon B. Johnson on October 22, 1965. The act called for control of outdoor advertising, including removal of certain types of signs, along the nation’s interstate highways and the existing federal-aid primary highway system. It also required certain junkyards along Interstate or primary highways to be removed or screened and encouraged scenic enhancement and roadside development.

In the years following the passing of the Highway Beautification Act, there have been numerous bills introduced, public hearings held, committees formed, and debates between the House and Senate conducted in an effort to reach a compromise between the Federal Highway Administration (FHWA), the outdoor advertising industry and states over outdoor advertising legislation.

The U.S. House and Senate reached an agreement on major changes to the transportation program by establishing the Intermodal Surface Transportation Efficiency Act of 1991, though it still required modification in terms of the funding required to remove non-conforming signs.

In 1993, during National Scenic Byways Commission deliberations, the mandatory ban of new billboards along state-designated scenic

byways became a contentious issue. Debate over controversial issues related to outdoor advertising control recommendations continued for two more years. In 1995, the House of Representatives approved an amendment to subsections of the Highway Beautification Act to clarify that the federal ban on new billboards along scenic byways did not restrict state authority with respect to commercial and industrial areas.

The following language was agreed upon: “In designating a scenic byway for purposes of section 131(s) and section 1047 of 1991, a state may exclude from such designation any segment of a highway that is inconsistent with the state’s criteria for designating scenic byways.” The legislation also stated that “the exclusion of a highway segment must have a reasonable basis and that the Secretary of Transportation has the authority to prevent actions that evade Federal requirements.”

This legislation remains in effect today and means that while local units of government generally control outdoor advertising, Title 23 US Code 131(s) prohibits new billboards when the route is part of an Interstate, National Highway System or former federal-aid primary road. Local, county or state laws are still responsible for billboard control on designated byways in other road classifications.

Under the most current FHWA policy, each state has the option to permit new billboards along sections of a scenic byway that do not contain intrinsic resources that led to its designation, or ban them along state byways altogether. The responsibility of managing, controlling or restricting outdoor advertising therefore lies with each state and the state’s Department of Transportation.

12.2 Regulations in Iowa

306D.4 of the Iowa Statutes regarding Scenic Highway Advertising: The Iowa DOT shall have the authority to adopt rules to control the erection of new advertising devices on a highway designated as a scenic highway or scenic byway in order to comply with federal requirements concerning the implementation of a scenic byways program.

761-Ch. 117.3 regarding Iowa Administrative Code: The rule provides that no new off-premise advertising device may be erected along an interstate, freeway-primary or primary highway that has been designated as a scenic byway if the advertising device will be visible from the highway.

Iowa's 2009 Guide to Outdoor Advertising Regulations for Interstate Highways states that "the erection of billboards is prohibited along any state or nationally designated scenic byway. Existing permitted billboards along scenic byways may remain in existence, provided that appropriate permit fees are remitted in a timely manner and no relocation or reconstruction of the billboard occurs."

12.3 Existing Outdoor Advertising

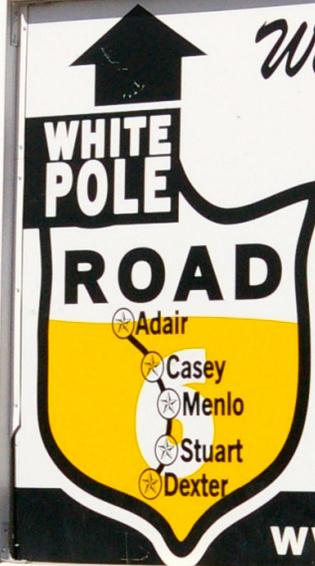
An inventory of existing outdoor advertising reveals that there is a large amount of signage along WPR.



Outdoor Advertising/Electronic Billboard

There are a few electronic signs along WPR - one is located in the downtown area of Stuart, one is owned by the City of Adair, and the other is alongside the road in Casey.

SECTION 13: SIGNAGE & WAYFINDING



Welcome to the

**WHITE POLE
ROAD**

Come take a drive!

www.whitepoleroad.com

SIGNAGE & WAYFINDING

“Wayfinding is essentially about knowing where you are and finding where you want to go. Wayshowing gives you the means to do both. That sounds simple and straightforward. But the experiences of travelers, as well as byway organizations and byway experience providers, suggests otherwise. Responding to the needs of byway travelers and the organizations that create, manage and sustain high-quality byway experiences, is essential to implementing a successful wayfinding system.” – America’s Byways Resource Center

13.1 Introduction

Being able to communicate information to visitors and assist them with their travel plans are important issues. Visitors need to be able to find their way through unfamiliar and complex environments at all times. The implementation of an effective wayshowing system is an essential component of the byway. It may employ written, audible, and visual information such as signage, maps, landmarks, or icons to help visitors navigate the byway with ease. These cues and tools are needed to help byway travelers answer the following questions:

- How do I find the byway?
- How do I know if I am still on the byway?
- How do I orient myself along the byway?
- Where does the byway begin and end?
- How much time should I allocate for travel on and to the byway?
- What and where are the byway’s intrinsic qualities?
- Where should I stay, eat, shop, learn and recreate?
- Where are travel services located (ATMs, restrooms, gas stations, etc.)?

This section of the CMP looks to address these questions and outlines a preliminary plan and course of action to implement an enhanced wayshowing system along WPR.

13.2 Wayfinding vs. Wayshowing

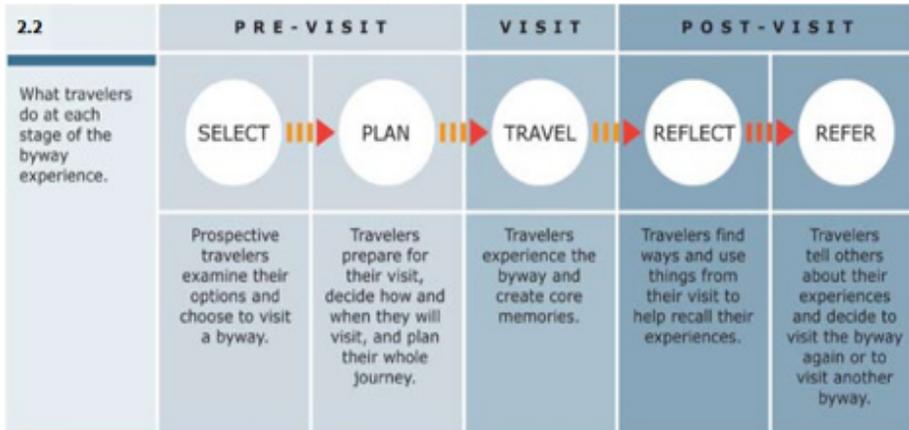
Travelers of the byway do the wayfinding. Wayfinding is the act of navigating from place to place using clues and information, and often refers to architectural or design elements that aid orientation. Wayfinding reinforces to visitors that they are on the right path. Until their destination is reached, users are continually searching, making decisions and moving in a direction, repeating this process as often as necessary.

On the contrary, wayshowing is done by the byway providers. Wayshowing is the idea of welcoming, orienting and guiding visitors throughout a space or along a route. Anything from preparing travel information, developing maps and brochures, planning and installing signs, or preparing navigational help in person or by electronic means relates to wayshowing.

It is important to understand that wayfinding is what travelers do and wayshowing is what byway providers do. It is the job of byway providers to supply the visitor with tools needed for successful navigation.

13.3 Stages of Byway Trip Planning

In order to successfully develop a wayshowing system for the WPR traveler, it’s imperative to understand the three stages that visitors go through when planning a trip to WPR. The following illustrations are from “Wayshowing for Byways, A Reference Manual”, published by the America’s Byways Resource Center.



The first stage is Pre-Visit when travelers decide to visit the byway, and figure out how and when they will visit the byway. Visitors look for sources to help them plan their trip, including information on where to stay, where to dine, what activities or events to participate in. They may be deciding what mode of transportation to take to get to the byway, as well as a mode of transportation to use during their visit.

During the Visit stage, the traveler arrives at the byway and attempts to navigate the route, finding all of the special places along the byway at the same time. The traveler participates in activities, such as dining, shopping, recreation, or touring attractions, and may stay overnight at accommodations along the byway.

The third stage is Post-Visit in which the traveler returns home, reflects on their visit, and may even share their experiences with others. The traveler may decide at this point whether or not to visit the byway again at some point, or even to visit another byway.

The following chart illustrates the tools that the WPR Board may use to help the byway visitor at each stage of their byway trip planning process:



As shown in the illustration, travelers rely heavily on print brochures, websites, and printed maps during the Pre-Visit stage of selecting their destination and planning their visit. According to Adobe Digital Insights (ADI), more than 148.3 million people use the Internet to make reservations for accommodations, tours, and activities. That's more than 57% of all travel reservations each year. 60% of leisure and 41% of business travelers are making travel arrangements via the internet, according to research from Smart Insights. Ninety-five percent of consumers read reviews before booking, according to Tnooz.

Travelers who are already on the road may decide to visit your byway after they pick up brochures or maps at an information center, or come across a sign along a roadway. Advertising and marketing may play a factor in the visitor's selection of a destination, and then may influence the visitor again during the Post-Visit reflection stage.

During the Visit stage, travelers expect and deserve accurate way-showing literature (i.e., schedules of special events, maps, etc.), guide

signs, and interpretive exhibits. Most travelers rely more heavily on printed materials and physical guidance during this stage than they do electronic media. “Print maps help you acquire deep knowledge faster and more efficiently...The same is true for a simple practice like tracing out a hiking route on a paper map with your finger. The physical act of moving your arm and feeling the paper under your finger gives your brain haptic and sensorimotor cues that contribute to the formation and retention of the cognitive map,” states Meredith Broussard in CityLab.

Visitor International Brochure Distribution Research, conducted by Bentley’s Center for Marketing Technology in 2018, included 2,020 respondents from 17 cities in North America and Western Europe. The results showed that:

- On average, 79% of visitors picked up a brochure (up from 67% in 2016)
- After web searches, printed brochures are the next most popular source of information for trip planners with a usage rate of 52%
- 85% of visitors became aware of an attraction or business as a result of picking up a brochure
- 61% of visitors planned to purchase tickets or merchandise they learned about from a brochure
- 73% of visitors would consider altering their plans because of a brochure

Some visitors purchase merchandise from locations or attractions, which may lead them to reflect on their visit after their trip.

As stated in Wayshowing for Byways, “a byway visit, however short or long, should produce experiences worth recalling in both the near- and long-term. Wayshowing tools acquired during the byway visit (e.g., interpretive brochures, maps, destination merchandise or a book about an IQ attraction) or other media (e.g., websites or travelers’

photos) extend the byway experience.”

Social media and the Internet figure prominently in a traveler’s Post-Visit stage, during which time they are reflecting on their trip and feel compelled to share their experiences with others. They are likely to leave reviews of places they visited right after their trip, so it’s important to follow up with them quickly. Visitors may hang on to printed materials as souvenirs of their trip, or may pass them on to others along with a recommendation.

It’s important that at all stages of a traveler’s visit to WPR, the following questions are answered through wayshowing tools:

2.3	PRE-VISIT		VISIT	POST-VISIT	
Travelers have questions that reflect their wayfinding needs.	SELECT	PLAN	TRAVEL	REFLECT	REFER
Byway providers use wayshowing tools and clues to meet these needs.	Where is the byway? What is there to see and do? How much time should it take to travel the byway? What is the big story? How will we benefit from this experience?	How will we get there? Where will we stay? eat? shop? How much time will it take to travel to and from the byway? What are the intrinsic qualities of the byway? What wayside interpretive exhibits and attractions will we find?	Where are the entry points to the byway? How will we know this is a byway? Where are travel services located? How do we get back on when we've gotten off the byway? Where are the byway's attractions?	What good things will we remember? Do we remember bad parts of the experience? Have we kept maps, pictures, or souvenirs so we could remember our experience? What emotions will we remember?	How will we share our experiences? What will we tell others about our experiences? Will we go back for another visit? Will we visit another byway? Will we recommend that others visit the byway?

13.4 Wayfinding Challenges & Opportunities

Challenges:

Effective wayshowing for the byway traveler must at a minimum:

- Support how people find their way in unfamiliar travel environments.
- Provide a guidance system of reliable and consistent components on the byway.
- Respond to the unique characteristics of the byway.
- Integrate Pre-Visit, Visit and Post-Visit stages of the byway experience.
- Contribute to a safe roadway and travel environment.
- Become a widely practiced body of knowledge among byway providers.

Opportunities:

- WPR may build trust at the Pre-Visit stage by providing easily accessible and accurate information that helps travelers consider their options.
- Basic clues and tools increase the likelihood that travelers may happen onto a byway, recognize it as one, and choose to follow the byway.
- The Visit Stage is when accurate and adequate wayfinding information is the most important to travelers. Motorists are underway and need very timely information such as signs to help them make turns safely and find services such as restrooms, hospitals, or fuel.
- Some visitors purchase destination-related merchandise for the Post-Visit stage when they reflect on or refer to their visit.
- As travelers reflect upon their experiences they may turn to literature, merchandise, or videos/ photos of their trip to relive the memories. The wayshowing tools you provide can help travelers bond with special places by ensuring they have access to take-home materials that carry the overall message of your byway. These informational items should consistently carry the graphic identities unique to your byway.

- The last activity for travelers is one where you hope they refer others to your byway and plan repeated trips themselves. As an example, the take-home literature and merchandise that carries information on current websites will make this possible.

13.5 Comprehensive Wayshowing for WPR

Byway providers should undertake comprehensive wayshowing by providing tools (written, audible and graphic) for all visitor stages throughout the entire byway, ensuring that the information is accurate and up to date. These wayshowing tools are broken down into five categories – Driving Directions, Maps, Digital Data, Hospitality Personnel, and Signage.

I. Driving Directions

The 26-mile WPR route is comprised of various segments of county highway with a couple of off-shoots onto paved or gravel roads, most (if not all) of which are officially numbered or named highways, roads and streets with well-established signs. When traveling any road, byway or not, the traveler has an expectation that every stretch of road has a name and/or number that will help them located points of interest, attractions, travel services, or an address.

Byway providers must be able to describe discrete segments of the byway in these essential terms: an identified route, street, or road name; the distance of each distinct segment of the byway's overall route; the distance between landmarks or decision points; the direction of travel; and what to do at decision points.

Existing Conditions & Recommendations:

The following directions will aid travelers in navigating the various segments of WPR. The route is configured like a straight line. The following directions, therefore, end or begin at Adair to the west, or Dexter to the east.

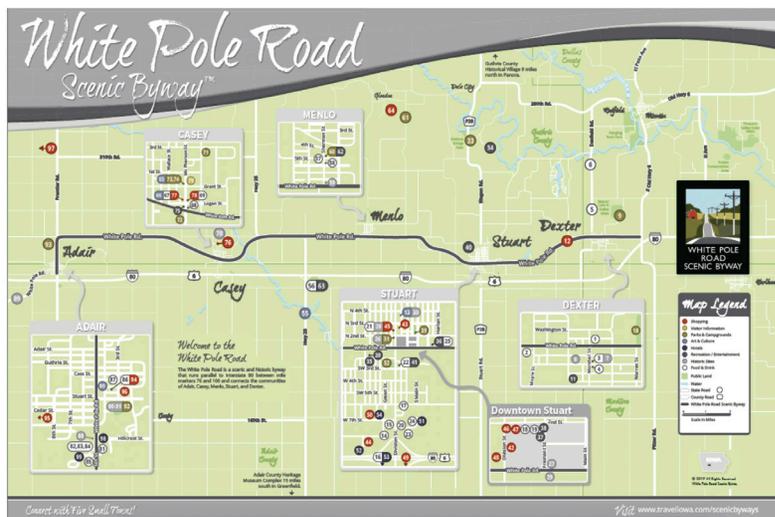
Begin in Adair (Western-most point): Take Exit 76 towards Adair from I-80. Head north on 5th Street, which becomes WPR/Hwy 925.

Begin in Dexter (Eastern-most point): Take Exit 100 towards Dexter from I-80. Head west on Old Highway 6, then turn left onto State Street which becomes WPR/Hwy 925.

II. Maps

Visitors to WPR who are unfamiliar with it often rely on maps when attempting to navigate the byway. In fact, maps factor into each of the three stages of a traveler's visit. Maps are a helpful tool in determining what a visitor would like to do, where they would like to go, and in recalling their time along the byway. Maps help visitors answer the following questions: 1) Where are we now?, 2) Where do we wish to go?, 3) Which road should we take next?, 4) How far do we go before we turn or stop?, 5) Which direction will we be traveling in?, 6) How will we identify and locate attractions and service amenities?, and 7) What will we remember from our byway trip?

Existing Conditions & Recommendations:



Printed material with maps: The WPR Board has developed a detailed 11x17 tearsheet map of the byway route following the guidelines of the Iowa Byways program. In addition, another map outlining the byway route is available on their website. The Iowa DOT map also highlights the WPR route.

Digital marketing with maps: An interactive map of the byway exists on the WPR page on www.traveliowa.com. The map identifies the byway route and provides the ability for users to zoom in and out along sections of the route.

III. Digital Data

Many byway organizations have incorporated or deployed electronic technologies to provide visitors with narratives, maps, GPS points, and other navigational assistance. Digital data can be beneficial to travelers during the Pre-Visit and Visit stages of byway planning, creating a cognitive map of the route and helping visitors determine where they want to go and how they are going to get there. Visitors to a byway may use a wide variety of digital data through the use of customer electronic and mobile devices, such as GPS, smartphones, radio, audio CD or MP3 players, DVD players, laptops, tablets, and telecommunications systems such as OnStar.

Existing Conditions & Recommendations:

Byway travelers are currently able to conduct online research about WPR, its anchor communities, attractions, and more on the following websites:

- www.traveliowa.com
- <https://bywaysofiowa.org/>
- <https://iowadot.gov/iowasbyways>

Due to the byway's geographic location in rural Iowa, spotty and limited cell phone coverage sometimes limit the opportunities for byway travelers to use smartphones and/or handheld devices with Internet connectivity along sections of WPR.

IV. Hospitality Personnel

Hospitality personnel, such as visitor center staff, museum guides, park rangers, and volunteers, can assist visitors with planning or executing a trip to the byway, and may make the difference between a visitor

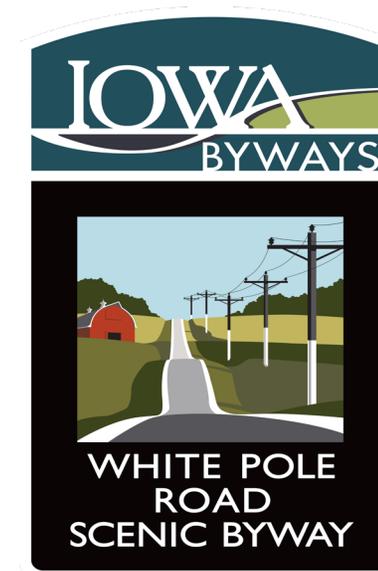
having a positive or negative experience (and thereby increasing or decreasing the length of their stay, or securing a return visit). Hospitality personnel may assist with directions, estimate the amount of time needed to visit, provide road condition and weather updates, and provide recommendations on places to shop, dine, or stay. Ensuring that hospitality personnel along WPR are properly educated about the byway and its attractions, and that customer service standards are met (or exceeded) is very important to the WPR Board.

Existing conditions & Recommendations:

Being a newly designated byway, the WPR Board recognizes that many front line staff at hotels, convenience stores, retail shops, restaurants, and other businesses along the byway route may not be familiar with the WPR route and printed materials. They may not even be familiar with the attractions or other businesses along the byway, especially if they are temporary or seasonal employees. Training and/or educational services, along with face-to-face visits from WPR board members or volunteers, would prove very beneficial in strengthening the front line that greets our byway visitors. Options could include a Familiarization (FAM) tour offered to local businesses and their employees, and free educational sessions held for local businesses and the general public.

V. Signage

Nothing may be more important during the Visit stage for a byway traveler than clear and accurate signage that directs, identifies and confirms that the traveler is moving in the right direction along the byway and to particular attractions. A variety of wayshowing signage is used for this purpose, including but not limited to, WPR Guide Signs, WPR Welcome Signs, Community Welcome Signs, Downtown and/or Historic District Signs, Destination Approach Signs, On-Site Identification Signs, and Iowa 511 Service Signs. The following is an assessment of wayshowing signage currently along WPR, as well as recommendations for additional signage:



WPR Guide Signs: A Byway Guide Sign is a branded sign that confirms to the traveler that they are traveling on the designated byway route. The Guide Signs serve to:

- Inform motorists of designated byway routes
- Guide travelers along the multiple segments that comprise a designated byway
- Inform byway users of entrances and exits
- Direct travelers to byway attractions
- Offer a safe traveling environment
- Prevent travelers from becoming disorientated, lost or frustrated

Existing conditions & Recommendations:

The current WPR Guide Sign was designed by Mike Lanning of Shive-Hattery, who was selected by the Iowa DOT to design many of the Iowa Byways Guide Signs.

There are currently 47 WPR Guide Signs along the WPR route. An annual sign inventory is conducted by the WPR Byway Coordinator to check that each sign is in good condition and in its designated lo-

cation. A report is compiled noting any signs that are missing, require maintenance, changes or additions, including vegetation that is overgrown and covering a sign. The report is then submitted to the WPR Board and to any stakeholders who are responsible for maintaining those signs based on their location.

**The Begin and End signs for the route in Adair are currently not in place.*

WPR Welcome Signs: One critical function of a successful way-showing system is to properly identify main entrances and exits to the byway corridor. This can be accomplished through the installation of Byway Welcome Signs at major starting or entrance points along the byway. A Byway Welcome Sign can serve as a cordial greeting to byway visitors, and at major intersections, it can let travelers know if they are entering or leaving the byway corridor.

Existing Conditions & Recommendations:

There is currently one WPR Welcome Sign which is located at the beginning of the route in Dexter. It is not an official welcome hub.

The WPR Board recommends the construction of a WPR Welcome Sign or kiosk to be placed in Dexter and in Adair, one at each entrance to the byway. The Board recommends that the designer(s) use locally sourced materials and adhere to the design standards created for WPR and Iowa Byways.



Community Welcome Signs: Community Welcome Signs welcome visitors to a particular community or town, often near a main entry point in a highly visible location, while reflecting the community's character or brand. These signs often create a visitor's first impression of a place, not only letting visitors know that they have arrived but often creating a sense of pride and character. Community Welcome Signs are often created using local materials (i.e. stone, wood, etc.) and reflect the town's brand through visual elements (such as colors, logos, and other details).

Existing Conditions & Recommendations:

Each of the five communities along WPR has a Community Welcome Sign, and Adair and Stuart each have two different welcome signs.



Downtown and/or Historic District Signs: These signs are installed at highly trafficked intersections near the entrance of a community with the intention of directing visitors to the town’s central business district or focal point. (It may be called an historic district, a retail district, downtown, etc.)

Existing Conditions & Recommendations:

Stuart is the only community where there are wayshowing signs guiding people to the downtown district.

Destination Approach Signs: A Destination Approach Sign serves to indicate that there is a landmark, attraction, place of interest, and/or other site destination ahead. In Iowa, types of destinations that qualify for this type of signage include: incorporated communities, recreational areas, historic sites and facilities, tourist attractions, colleges and universities, public and nonprofit cultural facilities, regional airports, bus terminals, ground transportation centers, state or federal medical facilities, and National Guard units. To qualify, the site must be on or

within one mile of the intersected route. Differing colors of destination signs also exist and are based on the type of destination listed on the sign. Brown signs are used for cultural and recreational destinations. Green signs are used for all other destinations. Blue signs are used for information related to motorist services such as gas, food, lodging, camping, rest areas, etc.



Existing Conditions & Recommendations

Signs like the one for Rock-n-Ranch are examples of a Destination Approach Sign.

On-Site Identification Signs: These signs confirm that the visitor has reached a site and/or location. This type of sign is often used near the entrance to a site, or on the site itself. An On-Site Identification Sign may include the site or attraction’s hours and days of business, a logo, graphic or other branding attributes, along with the site or attraction’s name.

Existing Conditions & Recommendations: Destination approach signs would help visitors of the byway recognize important landmarks

and attractions, and have enough time to pull off to those sites safely.

Iowa 511 Service Signs: These blue and white signs display the call-in number for information about construction, detours, route-specific weather forecasts, road conditions, and/or tourism information for a visitor.



Some sign posts are cluttered with numerous signs, including state, county, byway, and historical markers. This is potentially very confusing for drivers and can almost create a hazard.

Miscellaneous Signs along White Pole Road:

There are still some Historic Route 6 signs along WPR. *(Pictured above)*

There are a series of red Burma-Shave signs along WPR in Menlo. *(Pictured to the right)* They are part of a program sponsored by the magazine *Our Iowa* to have Burma-Shave signs in every Iowa county. While there are a series of Burma-Shave signs in Adair and Dallas Counties as well, the only ones in the White Pole Road corridor are the ones in Menlo. Burma-Shave was an American brand of brushless shaving cream, famous for its advertising gimmick of posting humorous rhyming poems on small sequential highway roadside signs.

INTERPRETIVE PLANNING

“Interpretive planning is an initial step in the planning and design process for informal learning-based institutions like museums, nature centers, heritage sites, parks and other cultural facilities where interpretation is used to communicate messages, stories, information and experiences. It is a decision-making process that blends management needs and resource considerations with visitor needs and desires to determine the most effective way to communicate a message to a targeted audience.”

14.1 Introduction

While the WPR Strategic Marketing Plan (Section 15) identifies strategies on how to entice visitors into traveling and exploring our byway, effective interpretation addresses how the byway stories get told to the visitor in an interesting, concise, relevant, and memorable way. Interpretation is defined as “a mission based communication process that forges emotional and intellectual connections between the interest of the audience and the meaning inherent in the resources.” (National Association for Interpretation)

As Heritage Interpretation and Tourism Planner John Veverka states, “It is the interpretive communications strategy that will help each visitor understand the unique and special stories associated with each unique byway. Interpretation reveals the story of the people, places and events that have occurred, or are occurring along the byway, and help guide visitors through a living museum of regional natural and cultural heritage.”

According to the National Scenic Byway Foundation, a byway story is “the intentional, coordinated message that the byway conveys to visitors about the resources and qualities that it promotes. This message may be interpreted through written materials, signs, information kiosks, guides, videos, and other media. Most importantly, the byway story is conveyed through the direct experiences that the visitor encounters along the trip... Simply inventorying these historic features and describing the events that occurred there are not sufficient for

promoting the byway. These separate elements must be pulled together into an engaging story that will serve as a unifying message.”

The Interpretive Plan outlined here is intended to lay the groundwork for the more detailed and expansive Interpretive Master Plan (IMP) for WPR. This section provides more of a snapshot of existing interpretive resources, in addition to the WPR Board’s recommendations for future interpretation.

14.2 Benefits of Interpretation

Sharing interpretation instead of just information can:

- Inspire visits to other nearby attractions, thereby increasing local tourism
- Increase use of the byway route
- Educate visitors about the byway’s intrinsic resources
- Enable visitors to understand more clearly the messages of history, the environment, or a nearly forgotten culture
- Help residents gain a greater appreciation of those resources and their own local heritage, inspiring them to take a more active role in protecting and preserving those resources
- Increase the marketability or use of the byway by more diverse target market groups
- Present new perspectives on familiar topics
- Evoke a much stronger connection to the location
- Evoke emotional responses, creating memories and an experience
- Serve as a “heritage tourism” draw

14.3 Assessment of Existing Interpretation

WPR Board members understand that a wide variety of interpretive methods, ranging from publications and multi-media, to exhibits and

theme/message development, are all elements associated with a successful interpretive program.

Little interpretation has been completed at the intrinsic sites along with WPR route at this time. The following is an inventory of the interpretive projects that currently exist.

One: Interpretive Plans

According to the National Association for Interpretive Planning (NAIP), an interpretive plan clearly identifies the themes and storylines of the byway and identifies strategies for how these are effectively shared with the byway traveler. Interpretive Plans often provide the foundation for the development of marketing materials, identify anchor attraction needs, guide program development, and prioritize projects that are needed to effectively communicate the byway's stories.

Existing conditions: An Interpretive Master Plan for WPR is currently being created.

Two: Interior Interpretive Displays

Interior interpretive displays can be defined as exhibits with archaeological artifacts, natural objects and/or historic implements, in combination with visuals, hands-on displays, and easily understood language. These displays are typically found within museums, historic sites, nature centers, and/or visitor welcome centers.

Three: Exterior Interpretive Displays

A. Information Hubs: Information hubs are thematic kiosk structures that the WPR Board would like to develop at key visitor intersects to help introduce travelers to the byway, and help inform and orient them to the route's attractions, stories, and communities. These structures consist of signage, maps, information, and interpretation

available 24 hours a day year-round. Their size and character should draw attention and help support the byway's brand. Information hubs are typically found at community gathering spaces and/or elite anchor attractions.

Existing Conditions: There are currently no information kiosks along WPR. There is some information at the Casey Welcome Center.



B. Wayside Exhibits: Wayside exhibits are interpretive panels that are placed along the byway to help visitors understand messages, stories and meanings behind a resource or site. These messages or stories are included on wayside exhibits to educate and/or evoke emotion. Wayside exhibits are typically found at anchor attractions, roadside pull-offs and/or overlooks.

Existing Conditions: There are currently wayside exhibits (non-WPR) at the following locations: Dexter Community House (Roundhouse), Bonnie & Clyde Shootout Site, and the National Plowing Competition Site (pictured above).

C. Territory Orientation Panels: Territory orientation panels are informational signs used predominantly to identify, attract and orient visitors to collections of resources along the byway. Examples of locations where this type of signage is most beneficial include county parks, natural areas, trailheads, water trails, and historic districts. These panels provide detailed information regarding a specific grouping of similar resources or sites.

14.4 Proposed Interpretive Projects

A signage committee may be formed to research types of interpretive signage, to suggest sites including the location, safety, history, importance, and consistent design and implementation, and then to develop a plan with estimated costs, potential funding sources and step-by-step strategy to move toward with placement.

After completing an inventory and assessment of WPR's existing interpretive plans and components, the WPR Board analyzed their findings to develop a list of recommendations and strategies they wish to implement along the byway. It should be noted that employee time and wages needed to complete each strategy and/or project are not included in the cost estimates below. Only direct project costs have been included. The WPR Board's recommendations, as they relate to each component of interpretation analyzed (interpretive plans, interior interpretive displays and exterior interpretive displays), are below.



Recommendation One: Interpretive Site Planning

I. WPR Welcome Information Hubs in Adair and Dexter - The communities of Adair and Dexter are entry points along WPR, and therefore we recommend that a welcome information hub be placed at entry points in both of these communities.

Potential Partners: Cities of Adair and Dexter, Adair and Guthrie Counties

Potential Funding Sources: Fundraising, Byways of Iowa Foundation, Community Foundation grant, Iowa Tourism Grant, Iowa DOT, Federal Scenic Byway Grant

Estimated Cost: 10,000 per Information Hub x 2 = \$20,000



2. Interpretive Panels Wayside Exhibits - The Board recommends developing interpretive panels for each key sites along WPR, such as the Historic All Saints Building, Rock Island Railroad Depot, Wagon Wheel Ruts, etc.

Potential Partners: Cities of Adair, Casey, Menlo, Stuart or Dexter; Adair, Guthrie or Dallas Counties, County Historic Preservation Groups or Historical Societies

Potential Funding Sources: Fundraising, Byways of Iowa Foundation, Community Foundation Grant, Iowa Tourism Grant, Humanities Iowa Grant

Estimated Cost: \$2,000-2,200 each panel and post; \$12,000-13,200 total

3. Attraction or Point of Interest Signs - There may be need for “Attraction” or “Point of Interest” signs, such as the Wagon Wheel Ruts location or future scenic overlooks. Toward that end, we will work with the DOT and county or city jurisdictions to produce and place the signs appropriately. The Signage Committee will oversee this process.

Potential Partners: Cities of Adair, Casey, Menlo, Stuart or Dexter; Adair, Guthrie or Dallas Counties, County Historic Preservation Groups or Historical Societies, Parks and Recreation

Potential Funding Sources: Fundraising, Byways of Iowa Foundation, Community Foundation Grant, Iowa Tourism Grant, Humanities Iowa Grant

Estimated Cost: \$1,000-2,000 for panel and post

SECTION 15: STRATEGIC MARKETING PLAN



FIRST
NATIONAL
BANK
1882-1944
Site of
Bonnie Parker
&
Clyde Barrow
Bank Robbery
Apr. 16, 1934

STRATEGIC MARKETING PLAN

“A strategic marketing plan, as the name suggests, discourages organizations from making ad hoc and impulsive marketing decisions. The process involves collecting marketing information in a systematic manner and then integrating that data into a detailed analysis that helps project long-term marketing goals.”

15.1 Introduction

The marketing plan attempts to clarify the following:

- Who is currently visiting WPR and who would we like to visit (target audience)?
- What message is most likely to compel them to visit? What are they hoping to experience? What are they interested in?
- Where do they come from and how do they get here? Where do they find travel information and recommendations?
- When are they most likely to visit, and for how long? When should we try to reach visitors with our message?
- Why would they visit us or come back to see us?
- How do we best present our message to potential visitors? How do we keep our message and brand consistent?

15.2 Situational Analysis

According to the World Travel and Tourism Council, the travel and tourism industry generated US \$8.8 trillion (10.4% of global GDP) and 319 million jobs (1 in 10) for the global economy in 2018. In the United States, the travel and tourism industry made a contribution of nearly \$1.6 billion in 2018, with 18.8% coming from international visits. 71.3% was generated from leisure travel and 28.7% from business travel.

According to “The Economic Impact of Travel on Iowa Counties 2019” report, prepared by the Research Department of the U.S. Travel Association for the Iowa Tourism Office, domestic travelers spent a total of nearly \$9.3 billion in Iowa during 2019, a 3% increase from 2018. Total payroll income received by domestic travel-generated employees and workers in Iowa increased 3.6% from 2018 to \$1.5 billion in 2019. Travel-generated expenditures supported 70,700 jobs in Iowa in 2019. Domestic traveler spending in Iowa generated more than \$1.2 billion in federal, state, and local tax revenue in 2019, up 4.1% from 2018.

According to the same report, travel-related expenditures in Guthrie County were \$14.23 million in 2019, an increase of 0.15% over 2018. Guthrie County ranked 69th out of 99 counties in the state. 2019 State Tax Receipts for Guthrie County were \$1.41 million (an increase of 0.26% over 2018), and 2019 Local Tax Receipts were \$350,000 (an increase of 0.27% over 2018). Travel-related payroll in 2019 was \$2.1 million, an increase of 0.14% over 2018.

Iowa’s two national scenic byways and twelve state-designated scenic byways comprise 1,996 miles of the Iowa DOT’s 9,053 maintained miles of roadway (22%), are present in 54 of Iowa’s 99 counties (55%), and traverse through 189 of the 947 incorporated communities in the state (20%). After taking into account all of the attractions, intrinsic resources and tourism sectors that are found along each byway, their presence becomes even more impactful to the state.

Economic Impact of Byways

Tourism along scenic byways delivers real economic benefits for communities along their routes. These benefits are derived from tourist expenditures, leading to income and employment for travel and tourism related businesses and tourist-generated tax revenues. According to Travel Iowa and the U.S. Travel Association’s Travel Economic Impact Model, auto transportation as a sector of tourism spending amounted to nearly \$3.5 billion dollars in Iowa in 2018. It was by far the largest sector of tourism spending in Iowa. Auto-related opportunities and enhancements can capture and grow the sector even further.

Tourism-related economic benefits from scenic byways can also contribute to an improved quality of life in communities through which they travel. The efforts of residents to attract, provide products and services, and create cultural opportunities for visitors frequently enhances the amenities, resources and visual attractiveness of local communities and surrounding areas. In addition to drawing visitors, these enhancements can help communities attract and retain new residents and businesses. (From a 2020 summary by the National Travel Center)

A study of the visitor spending along twelve different scenic byways enables us to look at just how much economic impact occurs along these roads. The economic impact revealed in the studies ranges from \$41,140 per mile along Florida Byways, to a whopping \$2,396,514 per mile on the Blue Ridge Parkway with \$1.1 billion in annual visitor spending and \$3,521,300 per mile on the Journey Through Hallowed Ground, replete with historic towns and historic attractions. Taking these heavy hitters out of the equation, the average economic impact generated \$447,095 per mile. A number of the shorter roads taken together averaged \$305,303 per mile annually. It is safe to say that featuring and promoting the heritage and culture along a roadway, that a scenic byway or scenic road can conservatively generate between \$250,000 and \$450,000 per mile per year in visitor spending. And, since these roads are generally in rural areas, this is economic impact delivered to places where it is hardest to come by.

There are two key actions to increase the economic impact along any scenic byway, scenic road, or for that matter, any trail or other route-based experience. The first way is to work to attract heritage and cultural travelers. The Beartooth Highway segmented visitors into four groups: Road Tourers (motorcyclists), Active Outdoors, Passive Viewers, and Knowledge Seekers. Knowledge Seekers defined as “visiting a historical site and visiting interpretive sites” spent 35% more than Passive Viewers, who are scenic drivers who engage in wildlife watching and nature photography. Road Tourers and Active Outdoors were somewhere in between, yet both had lower spending than Knowledge Seekers. A study of heritage travelers in Virginia revealed that heritage travelers spent an average of \$994 per trip versus \$611 for general

leisure travelers. That’s a 38.6% increase in spending, and 19% of heritage travelers spend more than \$1,000 per trip.

The second key action to increase economic impact is to develop itineraries and/or packaging that transforms the scenic byway or scenic road into a complete travel experience. Organize the road trip into feasible days of travel – remember this is a leisure experience – including accommodations and dining recommendations in the correct places, or better yet, package these into a full experience that can be purchased in one transaction. The more overnights that are included (within reason since most leisure trips are still over a long weekend), the more economic impact is delivered to the area. Make sure to create an experience that includes the key heritage and cultural locations, with no more than three major attractions in any given day. This allows time to sleep in, enjoy breakfast, savor lunch, and relax at dinner, knowing that another pleasant day is ahead.

Travelers appreciate this. They are stressed out and want to travel, but don’t have time to research exactly what they want to do, nor do they have the knowledge to determine the quality of what they discover. Assembling all the locations into a cohesive trip is an art and a skill, and one that most travelers do not have.

Road trips have become the “go to” for travelers who want to get back on the road when they feel safe to travel again. Every scenic byway and scenic road has the opportunity to capture this business and the positive economic impact it delivers. Look at your road from the eyes of the traveler and feature the best story your destination – your road - has to tell.

Economic Impact of Tourism

Statewide, tourism in Iowa generates \$8.99 billion in spending, \$517.5 million in state and local tax revenues, and 70,200 jobs, according to the Travel Federation of Iowa. Our recent status of being named a State Scenic Byway offers us the opportunity to translate more of

those economic benefits to our byway corridor. Year over year, since becoming an official byway and before the pandemic, we saw the number of tourism jobs and economic impact increase. Even during the pandemic, Travel Iowa recognized that the first travel sector to make a comeback were the scenic byways because of social distancing. Travel Iowa and all of the byways partnered on a new digital travel passport program that allowed tourists to experience the byways in their vehicles, guided digitally, and to check in at key locations to earn prizes, thus encouraging travel, experiences and spending. The program worked well and will be continued.

15.3 SWOT Analysis

The WPR Board recognizes that the strengths (S) of Iowa's byways, and more specifically WPR, are offset by weaknesses (W). In addition, opportunities (O) that can be utilized to increase tourism growth within the state are countered somewhat by a number of threats (T).

A summary of the WPR Board's SWOT analysis is as follows:

Strengths: Reasons why the WPR Scenic Byway is likely to prosper

- Close location to I-80 with easy access
- Rich in American history
- Natural beauty of the countryside, rolling hills and roadside flora
- Straight route through five interesting communities
- Cultural and historical resources are consistent along the entire byway
- The volunteers involved with byway-related projects are passionate, dedicated and engaged

Weaknesses: Aspects that might detract value from WPR

- Rural business hours of operation vary, are limited, or are inconsistent with one another
- Some rural sections of the byway have limited mobile network coverage
- Located in rural communities that may not be known to tourists
- Limited access to visitor services in-person (just one Welcome Center among all five communities has limited hours)
- The byway lays across five communities in three different counties which makes coordination of efforts more difficult

Opportunities:

- Educate and engage visitors on this area's interesting history
- Work with businesses along WPR to develop tie-ins with the themes/stories of the byway
- Overcome misperceptions and perceived ideas about what Iowa is like
- Communities care about their resources, and are open to developing and sharing them with visitors
- Rename Eldorado/El Paso Street in Dallas County at I-80, Exit 100, so that Interstate signage for the exit reads "White Pole Road"

Threats: External factors that may impact WPR

- Tourism in Iowa is not as strong as it is in many other states and WPR must compete to attract travelers from surrounding states
- There is currently no federal funding for scenic byways and the state budget for tourism is often subject to reductions
- There are many projects in need of funding and volunteers in WPR communities, so resources can be stretched thin at time
- Changes in leadership and/or volunteer burnout can impact the byway's sustainability and longevity

- Outside economic factors such as the state of the economy, high taxes and/or rising gas prices may cause travel along the byway to fluctuate or be inconsistent
- Incompatible infrastructure development, natural disturbances, and/or industrial expansion may have an impact on the byway's intrinsic resources

15.4 Market Analysis

Marketing analysis can help address the questions listed in the Introduction of this section, namely who are potential visitors of WPR, where do they come from, when are they likely to visit, and what do they like to do? To answer these questions, the WPR Board has looked at research conducted and information obtained by the Iowa Tourism Office, as well as at statistics made available to us through social media outlets.

Domestic Travel to Iowa

(The following data comes from research and analysis made available to the Iowa Tourism Office and IEDA from Arrivalist. Arrivalist sources information from mobile devices while travelers are in Iowa. The Iowa Arrivalist Dashboard, available to Industry Partners on www.traveliowa.com, provides total Iowa travelers, state of origin, day of travel, length of stay, seasonality, where they travel in Iowa and more. This report provides statewide and county-level data.)

In 2019, at least 28.3 million travelers* visited the state of Iowa. (**Travelers includes those who have traveled at least fifty miles from their home, spent a minimum of two hours and up to 14 days in the state to be counted as a completed round trip, were from the United States, and at least 18 years old. Commuters were excluded, and only those with smartphones or devices that include regular GPS pings are counted here.*)

The majority of those travelers (43.93%) reside in Iowa and traveled within the state (over 50 miles). The next highest percentages of travelers came from the neighboring states of Illinois (11.52%), Minnesota (8.81%), Nebraska (7.23%), Missouri (5.05%), and Wisconsin (4.83%).

2019 arrivals by season indicates that the highest majority of travelers visit Iowa in the summer season (June-August) at 33%, followed by fall (September-November) at 27.3%, spring (March-May) at 22.7%, and winter (December-February) at 16.9%. This also aligns with the statistics gathered for South Central Iowa, though visitation in the summer season was even high here (38.55%) and winter lower at 14.55%.

In 2019, the data from Arrivalist showed that the most popular day of arrival was Friday (22.94%), followed very closely by Saturday (22.29%), indicating that weekends were the most common days for travel. The rest of the days of the week descended in percentages as follows: Thursday (12.92%), Sunday (11.94%), Wednesday (10.72%), Tuesday (9.62%), and Monday (9.57%).

The number of miles visitors traveled to reach their destination in Iowa started with fifty miles, which was most common, and as the amount of miles increased, the percentages decreased, as follows: 50-99 miles (37.17%), 100-149 miles (20.43%), 150-249 miles (19.95%), 250-499 (12.46%), and 500-999 (6.7%). So nearly 60% of visitors in Iowa traveled fewer than 149 miles to reach their destination.

Unsurprisingly, the longer the amount of miles traveled, the longer the visitor stayed in Iowa.

Domestic Travel to Adair, Dallas & Guthrie Counties

(The following data also comes from research and analysis made available to the Iowa Tourism Office and IEDA from Arrivalist.)

2019 Arrivals to Adair County by Month:

The highest number of travelers visited Adair County in July (18.5%), September (12%), and December (11.4%). The least visited month was February (2.6%). This suggests that visitors come to Adair County across three seasons fairly equally, and that holiday offerings may engage visitors in a normally slow season for tourism. Adair County might explore opportunities to create events that would appeal to

visitors in spring.

2020 Arrivals to Adair County by Month:

The highest number of travelers visited Adair County in October (11.3%), September (11.1%), August (9.8%), and December (9.3%). The least visited month was April (5%), which correlates with state and national travel trends due to the Coronavirus pandemic.

2019 Arrivals to Dallas County by Month:

The highest number of travelers visited Dallas County in July (13.1%), November (9.9%), August and October (both 9.7%), May (9.6%), and September (9.3%). The least visited month was February (3.6%). Summer and fall were the most popular in Dallas County for visitors. Dallas County might explore opportunities to create events that would appeal to visitors in the spring and winter months.

2020 Arrivals to Dallas County by Month:

The highest number of travelers visited in July (12.6%), August (11%), September (10.8%), October (10%), and June (9.4%). The least visited month was April (3.1%), which correlates with state and national travel trends due to the Coronavirus pandemic.

2019 Arrivals to Guthrie County by Month:

The highest number of travelers visited Guthrie County in July (nearly 25% of all the year's visits), followed by August (12.4%) and May (10.1%). The least visited months were February (2.2%) and January (4.3%). Guthrie County might explore opportunities to create events that would appeal to visitors in the winter months.

2020 Arrivals to Guthrie County by Month:

The highest number of travelers who visited Guthrie County in 2020 did so in October (11.9%), followed by June and July (11.5% for each), then August (10.8%), September (9.9%), and May (8.3%). The least vis-

ited month was April (4.9%), which correlates with state and national travel trends due to the Coronavirus pandemic.

International Travel to Iowa

- Iowa hosted 164,000 international visitors in 2016 (the most recent data collected).
- The top overseas market for Iowa was the United Kingdom, with 16,800 visits.
- Overall, 35% of total international visitor spending in Iowa comes from visitors from Asia.
- Top places of origin for international visitors to Iowa - 1) United Kingdom, 2) Japan, 3) China, 4) Germany, 5) France, 6) South Korea, 7) India, 8) Australia, 9) Brazil, 10) Italy

Iowa Trip Planning Survey (2018 & 2019)

(Collected through surveys of 29,000 potential travelers who ordered the 2018 and 2019 Iowa Travel Guides)

- 88.7% of visitors were traveling to Iowa for vacation and leisure (2019)
- Average travel party size was 2.7 people (2018)
- The majority of travel parties were Two or More Adults, though Iowa's travelers consisted of Families with Children under 18 (37.4%), followed by Two or More Adults (35.9%) primarily. (2019)
- 63.4% who ordered the Iowa Travel Guide were 55 years or older (2018)
- Traveler Interest Areas included Scenic/Nature (89%), Arts, History & Culture (71%), Outdoor Adventure (68%), Food & Drink (65%), Family Fun (55%), and Shopping (41%) (2019)
- Top places of residency were Iowa (37.9%), Illinois (7.7%), Wisconsin (5.3%), Minnesota (5.1%), Missouri (4.2%), Texas (3.3%), Nebraska (2.6%), Michigan (2.3%), Florida (2.2%), and Ohio (2.2%).

(2019)

- Trip Budget - The majority of visitors - 24.8% - planned to spend between \$250-499 per trip, and 21.9% of visitors planned to spend between \$500-999. The further away the visitors were coming from, the more they planned to spend. (2019)
- Month of Intended Travel - June (26%), July (20%), May (12%), August (11%), September (9%), April (6%), October (5%), March (3%), February (1%), November (1%), January (0.8%), and December (0.5%) (2018)
- The majority of respondents planned to spend three days on their visit (26%), followed by two days (19.8%), four days (18.8%), five days (15.4%), seven days (11.2%), one day (5%), and six days (3.8%). (2019)
- Type of Lodging - Hotel/Motel (57%), Camping (23%), Home of family or friends (7%), B&B (4%), Home rental, i.e. Airbnb (2%), personal vehicle/parking lot (1%) (2018)
- Likelihood of traveling to Iowa - Planning a Trip (32%), Very Likely (54%), Somewhat Likely (12%) (2018)

Travel Iowa Marketing Follow-Up Survey (2018)

(Survey completed after receiving marketing materials)

- 65% of trip planners were female
- Place of Residence - Iowa (62%), Wisconsin (9%), Illinois (9%), Minnesota (6%), Missouri (5%), Nebraska (3%), Kansas (2%), South Dakota (1%)
- Length of stay - 3.4 days
- Reason for Travel - Leisure (75%), Visit family and friends (16%)
- Areas of Interest - Food & Drink (76%), Scenic and Nature (60%), Shopping (48%), Family Fun (45%), Arts (44%), Outdoor Adventure (37%), and Festivals & Events (28%)

- Lodging - Hotel/Motel (49%), Camping (17%), Family & Friends (13%), No overnight (9%), Resorts/Cabins (5%), B&B (2.9%), Rentals, i.e. Airbnb (1%)
- Spending Per Trip - \$1-250 (28%), \$251-500 (33%), \$500-1,000 (24%), Over \$1,000 (13%)
- Age of person receiving marketing materials - 65+ (33%), 55-64 (32%), 35-54 (27%), 26-34 (4%), 18-25 (1%). The average age was 58.2 years
- Travel Party Types - Adults (76%), Families with children under 18 (23%)
- 80% had some sort of post-secondary education
- Household income - \$20,000-50,000 (31%), \$50,000-100,000 (45%)

Iowa Welcome Center Visitors (2019)

(Collected from the Iowa Tourism Office through surveys)

- Travelers spent an average of 3.4 days in Iowa and made an average of 2.6 trips to Iowa.
- Average travel party size was 2.6 people.
- Average travel party spending per day was \$401. (32% spent on lodging, 18% on food, 16% on transportation, 17% on shopping and 17% on entertainment.)
- State of Origin: Iowa (13%), Minnesota (11%), Missouri (4%), Texas (5%), Illinois (4%), South Dakota (5%), international visitors (4%), Wisconsin (4%), California (3.5%), Nebraska (3.5%), Colorado (3.1%), Michigan (3.1%)
- Traveler's primary destination was Iowa (42%), followed by Minnesota (10%), Nebraska (5%), South Dakota (4%), Illinois (4%) and Colorado (4%)

- Iowa Welcome Centers served primarily family travel parties (70%)
- Families with adults only accounted for 46 percent, while travelers with children under the age of 18, accounted for 24 percent. Individuals (non-family) made up 25% of visitors, business individuals 4% and groups traveling by motor coach 1%.
- The average age of travelers who came into a Welcome Center was 54.2 years. The largest group, at 27%, consisted of 65-74 year-olds. 21% were 55-64, 15% were 45-54, 13% were 35-44, 9% were over 75, 12% were 25-34, and 3% were 18-24
- The majority of travelers were on vacation/leisure trip (51%) or visiting family or friends (31%). The rest were on business or traveling for personal reasons
- The majority of travelers (51%) stayed in hotels/motels, followed by homes of friends and family (17%). 12% did not stay overnight, while 10% went camping, 2% rented lodging (i.e. Airbnb), 2% stayed in a resort or cabin, 1% stayed at a B&B, and 1% stayed in their personal vehicle in a parking lot.
- Travelers stop at Iowa Welcome Centers primarily for information (49%), a travel break (23%) and to use the restrooms (13%)
- Top interest areas were Arts, History & Culture (60%), Scenic and Nature (54%), Outdoor Adventure (42%), and Family Fun (40%)
- 86% had some type of post-secondary education
- 57% were female and 43% were male.

Primary Purpose of Trip

“Vacation in the region”

35.76% - All respondents

27.88% - Those who did not plan their drive in advance

“Drive the scenic route”

32.99% - All respondents

36.54% - Those who did not plan their drive in advance

“Visit family or friends”

18.06% - All respondents

23.08% - Those who did not plan their drive in advance

“Attend a special event”

8.33% - All respondents

5.77% - Those who did not plan their drive in advance

What would have made your scenic drive/byway experience more memorable or enjoyable?

40% - More or better road signs

40% - More visitor services

36% - Mobile app or audio tour

20% - Better maps or guided tours

The following information was gathered through a 2020 survey of 287 people who reported driving a scenic route or byway within the past two years. It was conducted by Corridor Solutions.

The WPR Visitor

WPR Facebook Audience

- 1,334 Followers
- 76% Women
- 1,255 Page Likes
- One post showing the architect's rendering of the proposed Hotel Stuart café reached over 6,300 people

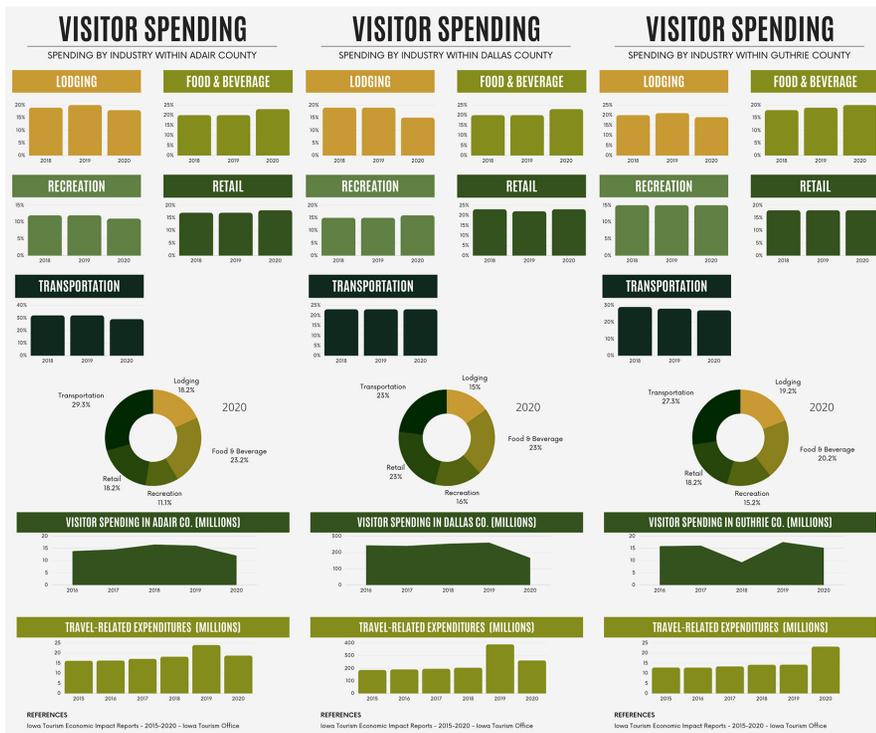
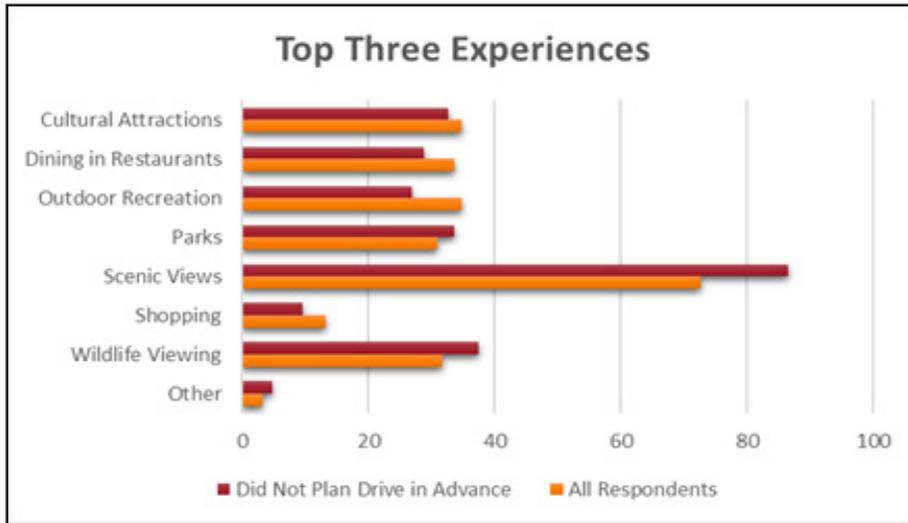
15.5 Targeted Markets & Audiences

Drivers (Car/Motorcycle Enthusiasts)

66% of car enthusiasts are male, though young women (18-34 years) also make up a large portion of the community who perform their own car maintenance. Income of car enthusiasts is across all economic brackets.

Demographics:

- Average age is 35-44 years for car enthusiasts, and 45-54 years for classic car enthusiasts
- Predominantly male
- 70% of car enthusiasts have some college education, and 24% have a bachelor's or master's degree
- Read car magazines and/or websites
- Washes car themselves
- Has purchased tools/gear for their car
- Loves to share their restoration story and photos
- Joins car clubs
- Has a trusted mechanic



- Takes or searches for photos of cars, trucks, motorcycles, including drone photography
- Content Affinity: Motorsports, motorsport equipment, car gear/equipment, parts and repair research, auto body upkeep, etc.

Target Audience: Men between the ages of 35-54 years who own at least one classic car (or motorcycle) and/or belongs to a car club, loves to travel especially take road trips, likes Americana/American history.

Our Key Assets:

- Stuart International Speedway - Dirt track racing
- White Pole Road route
- Menlo Man
- Old gas stations
- Cafes
- Wayside exhibits

How & Where to Reach Them:

- Car clubs (such as Central Iowa Auto Club)
- Motorcycle trade shows
- Websites such as hotrod.com, mustangandfords.com, superchevy.com, cycleworld.com, motortrend.com, motorsportmagazine.com, motorcyclecruiser.com, trucktrend.com

Foodies (Culinary Tourism)

According to statistics from the Iowa Tourism Office and their 2018 Marketing Follow-Up Survey, the highest percentage of travelers (76.7%) indicated Food & Drink as their area of interest while traveling. Culinary tourism has been defined as “the pursuit of unique and

memorable eating and drinking experiences” by the UNWTO Second Report on Gastronomy Tourism. According to the International Culinary Tourism Association, culinary tourism is growing exponentially every year. “By combining travel with these edible experiences, culinary tourism offers both locals and tourists alike an authentic taste of place. Culinary tourism is not limited to gourmet food. It is about what is unique, authentic and memorable about the food stories our regions have to tell. This includes our farmers, our cheese mongers, fishermen, brewers, winemakers and everyone in between.” (ontario-culinary.com) Iowa visitors in 2019 spent 18% of their trip budget on food.

With some of the richest and most productive soil in the world (over 90 percent of the land in Iowa is used for agriculture), Iowa ranks second in the nation for agricultural production. Iowa is also second in total agricultural exports, with farmers exporting more than \$10 billion worth of agricultural products in 2013. Leading agricultural commodities in Iowa, produced on more than 30 million acres of farmland, include corn, soybeans, hogs and eggs. Red meat is a leading product, too, and 6.6 billion pounds of red meat were manufactured in 2014. Iowa also helps fuel the nation’s vehicles—over 25% of ethanol used in the U.S. is produced in Iowa.

Demographics:

- Average age is 51 years
- Spends 4.4 days in Iowa per trip on average
- 44% are adult families (all over 18), 27% are families with kids, and 24% are groups of friends
- Spend an average of \$424/day
- Highest percent of business travelers of any of the groups
- Least likely to stay overnight or to camp
- Make more frequent trips than other groups

Target Audience: Women and men who are between 30-60 years old. They are looking for good food and great experiences. They may

want to try something new, something cultural, or the “best” that there is to offer. They are very persuaded by their peers and other’s opinions.

Our Key Assets

- Drew’s Chocolates (Dexter)
- Dexter Cafe (Dexter)
- Rusty Duck (Dexter)
- Ruby’s Pub & Grill (Stuart)
- Los Altos Mexican Restaurant (Stuart)
- Menlo Cafe (Menlo)
- Pioneers Pub & Grill (Casey)
- Casey Creamery (Casey)
- Zipp’s Pizzeria (Adair)
- Chuckwagon Restaurant (Adair)

How & Where to Reach Them:

- Instagram
- Google
- Pinterest
- Facebook
- Lifestyle and culinary magazines such as *Midwest Living*, *Martha Stewart Living*, *Food & Wine*, *dsm, ia*, etc.
- Cookbooks
- Influencers, bloggers and travel writers
- Culinary guide to the byway
- Food tours
- Farm-to-table dinners
- TripAdvisor

Adventurer (Recreational Tourism)

According to the Trip Planning Survey (2018 & 2019) administered by the Travel Iowa office, traveler interest areas included Scenic/Nature (89%, the highest percentage of all areas), and Outdoor Adventure (68%).

17.2% of travelers surveyed chose Camping as their choice of lodging and another 5.8% chose Resorts/Cabins.

According to a recent survey by the Travel Industry Association of America, outdoor activities ranked third for American vacation destinations, just behind shopping and family events. Recreational and outdoor activities give individuals a chance to unplug and unwind, and families or couples a chance to reconnect to each other and to nature.

Demographics:

- Average age is 50 years old or younger
- This group tends to stay fewer days than other groups
- 47% are adult families (all members over 18); 26% are families (with children under 18), and groups of friends make up 24%
- This group is most likely to camp, RV, or stay overnight in a personal vehicle
- This group is the most likely to extend their trip

Target Audience:

Men and women who are Gen-Xers or slightly younger, who travel as an extended family, with their spouse and kids, or with a group of friends. They are physically active and want to spend the majority of their trip outdoors.

Our Key Assets:

- Adair City Park (Adair County) - Camping
- 5x80 Golf & Country Club - Golf, swimming
- Nations Bridge Park (Guthrie County) - Birding, camping, disc golf, fishing, hiking, hunting, paddling, wildlife viewing
- Correll Wildlife Area - Birding, hiking, hunting, wildlife viewing
- Stuart International Speedway (Guthrie County) - Dirt track racing
- Stuart Sports Complex - Baseball, t-ball, softball, soccer
- Lawbaugh City Park (Stuart) - Picnics, playground
- Raccoon Ridge 3-D Archery Course (Stuart) - Archery
- Stuart Aquatic Center - Swimming
- Stuart Recreation Center - Rollerskating
- Stuart Bowl Lanes and Lounge - Bowling
- Menlo City Park & Campground (Guthrie County) - Camping, picnics, playground
- Rock N Ranch Events and Campground (Guthrie County) - Camping, fishing, nature walks, picnics
- Dexter Centennial Park (Dallas County) - Disc Golf, picnics, playground, walking trails
- Beaver Lake Wildlife Management Area (Dallas County) - Birding, boating, camping, fishing, hunting, paddling

How & Where to Reach Them:

- Recreational guides to the byway
- Travel writers/bloggers who focus on outdoor recreation
- Outdoor Living/Recreational magazines, such as *Iowa Outdoors*, *The Iowa Sportsman*, *Iowa Game & Fish*
- Instagram

- Sporting trade shows

- Recreational groups and events (such as gravel bike rides)

Arts & Culture Seekers

According to the Trip Planning Survey (2018 & 2019) administered by the Travel Iowa office, traveler interest areas included Arts, History & Culture (71%). Over 60% of travelers who visited one of the Iowa Welcome Centers used in traveler surveys indicated that they were interested in Arts, History and Culture.

Demographics:

- Oldest of the groups - Average age of 54 years
- Spends an average of 3.7 days per trip
- 46% are adult families (over 18), groups of friends (25%), and families with kids (22%)
- Spends an average of \$389/day
- Stays mostly in hotels; least likely to camp or stay in cabin
- Plan the fewest number of trips
- Smallest size per party

Target Audience: Empty nesters, Gen-Xers and Baby Boomers; women primarily. They seek cultural and educational experiences, and artistic endeavors. Most likely to have read books, seen movies, gone to the theater, and have a creative hobby. Likely to be members of museums or other cultural groups. May serve on boards of artistic organizations. Highly educated.

Our Key Assets:

- Barrow Gang Shootout Site and former Dexfield Amusement Park
- Dexter City Museum
- Dexter Community (Round) House
- Saints Center for Culture and the Arts
- Rock Island Railroad Depot/Jack Kerouac, *On the Road*

- Hotel Stuart/Sexton Hotel
- Masonic Temple Building
- Kalbach Oil Gas Station and Waving Man Sign
- Freedom Rock
- Casey Main Street and Visitor Center
- Adair Viaduct and Main Street
- Stuart Fremont Theatre

How & Where to Reach Them:

- Cultural/Artistic websites and blogs
- Facebook
- Instagram
- Pinterest
- YouTube
- Magazines such as *Midwest Living*, *Martha Stewart Living*
- Partner with museums, maybe universities/colleges
- Hobby-specific, such as quilting (magazines, tradeshow, events, websites, etc.)

History/Heritage Enthusiasts

According to the Trip Planning Survey (2018 & 2019) administered by the Travel Iowa office, traveler interest areas included Arts, History & Culture (71%). Over 60% of travelers who visited one of the Iowa Welcome Centers used in traveler surveys indicated that they were interested in Arts, History and Culture. The National Trust for Historic Preservation in the United States defines heritage tourism as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past.”

Our Key Assets:

- Barrow Gang Capture Site/Dexfield Park

- Bonnie & Clyde Robbery Site
- Jesse James Train Robbery Site
- Adair Viaduct
- Chicago, Rock Island and Pacific Railroad Depot
- Masonic Temple Building
- Sexton House/Hotel Stuart
- Dexter Community House/The Roundhouse
- The 1853 Newton Stagecoach Route

How & Where to Reach Them:

- Historical interest websites and blogs
- Magazines such as *Iowa History Journal*, *The Iowan*, *Our Iowa*
- Facebook (especially pages that are linked to Iowa or local history, or topics such as Covered Bridges)
- Instagram
- Pinterest
- Museums
- Preservation Groups
- Newspapers
- Travel writers/bloggers who focus on history
- YouTube

15.6 Marketing Messages

WPR Description: A 26-mile scenic and historic byway that runs parallel to I-80, connecting the communities of Adair, Casey, Menlo, Stuart, and Dexter, Iowa. Follow the roadway lined with 500 white poles, explore Americana, and enjoy the view.

WPR Tagline: Our Open Road Takes You Back! (Suggested: “Return to the open road.”)

Quotes:

“Afoot and light-hearted I take to the open road,
Healthy, free, the world before me,
The long brown path before me leading wherever I choose.”
- Walt Whitman, *Song of the Open Road*

Descriptors: Scenic, Rural, Easy, Relaxed, Free/Freedom, Journey, Country, Iowa, Historic, Bonnie & Clyde, Jesse James, Food, Restaurants, Pretty, Safe, Drive, Americana, White Poles

15.7 Media Outlets

Tourism/travel conferences and tradeshow:

- Legislative Showcase (TFI) - (February)
- Iowa Tourism Conference, Iowa Tourism Office/IEDA (April)
- Heartland Byways Conference (April/May)
- Travel Iowa Marketplace (November)
- Group-travel shows –
 - American Bus Association’s Annual Meeting & Marketplace (January)
 - Circle Wisconsin Midwest Marketplace (April)

Iowa State Fair:

- Iowa Byways booth (July)

County Fairs:

- Adair County Fair (July)
- Guthrie County Fair (Labor Day weekend, September)

Transportation-related conferences/tradeshows:

- Iowa Bike Expo (January)
- Iowa’s Original RV Show, Des Moines (February)
- Capitol City Motorcycle Show & Swap Meet, Des Moines (February)
- All Iowa Auto Show, Des Moines (March)

Iowa Welcome Centers:

Make sure that welcome centers, particularly along I-80, are well-stocked with our byway rack cards, maps, etc. The Iowa Welcome Centers are closest in proximity to WPR: Living History Farms Welcome Center in Urbandale, Danish Windmill Welcome Center in Elk Horn, State of Iowa Welcome Center in Underwood, Southern Iowa Gateway Welcome Center in Lamoni, and the State of Iowa Welcome Center in Davis City:

- 1121 Broadway, Emmetsburg, IA 50536
- I-80 Eastbound, Exit 17, Underwood, IA 51576
- I-35 Northbound, Exit 4, Davis City, IA 50065
- Amish Country Store and Southern Iowa Welcome Center, 109 S. Spruce Drive, Lamoni, IA 50140

Rest Areas:

There are two rest areas managed by the state along I-80 at Mile Post 81 in Adair—one is west-bound and the other is east-bound. These two have been designated as among the top ten highest ranked rest areas on the interstate system and most deserving of future funding considerations according to the DOT’s Iowa Statewide Rest Area Management Plan (IRAMP), which was completed in 2014 and updated in July 2016.

Online:

- WPR Website: www.whitepoleroad.com
- Travel Iowa (<https://www.traveliowa.com/getinspired/the-scenic-route/12/>)
- Iowa DOT (<https://iowadot.gov/iowasbyways>)
- Facebook page
- Iowa Byways Guide Online (<https://iowadot.gov/iowasbyways/IowaBywaysTravelGuide.pdf>)
- America's Scenic Byways (<https://scenicbyways.info/state/IA.html>)
- https://en.wikipedia.org/wiki/List_of_Iowa_Scenic_Byways
- TripAdvisor
- YouTube
- CycleFish.com (Biker & Motorcycle Network)

Radio:

- Raccoon Valley Radio
- WHO (1040 AM), Des Moines, News/Talk WHO (1040 AM), Des Moines, News/Talk

TV:

- KCCI/Channel 8
- WHO TV/Channel 13
- KDSM Fox/Channel 17
- We Are Iowa/Local 5
- KCRG/Channel 9
- The unique story and history of the White Pole Road Scenic Byway is well-told in this five-minute video by Iowa PBS Explores at https://youtu.be/iPxNjX5kk_8

Iowa Byways Guide:

- <https://iowadot.gov/iowasbyways/IowaBywaysTravelGuide.pdf>

Newspapers:

- *Des Moines Register*
- *Chicago Tribune*
- *Omaha World-Herald*

Magazines:

- *Our Iowa*
- *The Iowan*
- *Iowa Living* magazines (*Winterset Living*, etc.)
- *Iowa Outdoors*
- *AAA* magazine
- *dsm*
- *ia*
- *Iowa History Journal*
- *Midwest Living*

Travel Writers/Bloggers:

- Host/conduct familiarization tours for writers/bloggers

Logo

The new logo for the White Pole Road Scenic Byway was designed to represent the feel and experience of the byway. It features rolling farm hills, a red barn and utility poles painted white. The logo is surround-

ed by a black frame with white lettering, and each sign includes a system-wide Iowa Byways identity graphic above the logo, showing their state affiliation. The palette reflects the colors of the landscape and sky along WPR. According to the Iowa DOT, “the colors and curves in the Iowa Byways logo are an abstraction of the undulating Iowa landscape.” Individual logos for the individual byways in the Iowa Byways program were developed in an intentionally simple graphic style so as to appear as a recognizable and memorable graphic theme, descriptive of the character and experience of the byway, and as a safe and effective way-showing tool when displayed on signage. The Iowa DOT released Iowa Byways Brand Guidelines in March 2010, which details specifications for using Scenic Byway logos in print, digital, and promotional applications as well as road signs.

Applications

The logo plays an important role in developing and maintaining a sense of unity in this regional corridor. The logo is an identifying symbol that can be the one constant throughout a byway-traveler’s experience. It reassures the traveler that they are on the byway or in a byway community or attraction. The byway’s logo is currently displayed on route signs, the tearsheet map and digital media. Scenic Byway logos should also be displayed on signs identifying communities and attractions in the Scenic Byway Corridor; interpretive panels and displays; and published materials including future brochures, advertisements, social media and discovery guides. The logo also provides opportunities for travelers to purchase merchandise bearing an identifying logo that tells others that they were here.

Iowa Byways™ Branding and Use Agreements

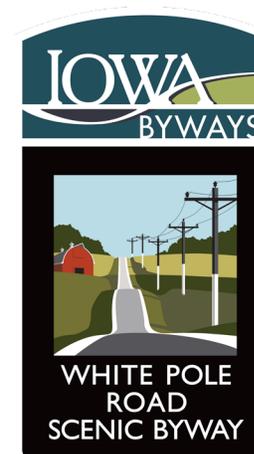
The purpose of a licensing program is to protect the commercial use of a developed mark, icon, symbol, or logo, and the good name and reputation of the licensing party. This protection ensures that the mark, icon, symbol, or logo is reproduced accurately from a design standpoint, and that specific designs and Pantone colors are used in

its reproduction. A licensing program also ensures that a wide variety of products from various manufacturers bearing the mark, icon, symbol, or logo will be of the highest quality. The White Pole Road Development Corporation manages the Brand Use and Licensing Agreement for the Iowa DOT. Any entity wanting permission to use the graphic must obtain permission through the development corporation.

Tracking results of visitors to the WPR landing page on Travel Iowa’s site <https://www.traveliowa.com/trails/white-pole-road/18/>

Branding: The White Pole Road Visual Identity

Official name: White Pole Road Scenic Byway



Iowa Byways Logo

The Iowa Byways system-wide graphic identity is single image that represents the comprehensive family of Iowa Byways. It can be a stand-alone graphic for identifying and promoting the Iowa Byways program. It combines with individual byway graphic identities on highway guide signage. The system-wide identity graphic is an intentionally simple graphic style that is a recognizable and memorable graphic theme without competing with or dominating the individual byway graphic identity when displayed on way-showing signage. The colors

and curves in the graphic identity are an abstraction of the undulating Iowa landscape. These colors serve as the primary color palette for the Iowa Byways brand.

The typeface for “IOWA” is a derivation of Cheltenham BT set in all caps. The original typeface is manipulated to blend with abstract graphic representations of hills and valleys. Typeface for “BYWAYS” is Gill sans set in all caps. Colors for the brand identity are Light Blue (PMS 7477c), White, Dark Blue (PMS 546c), and Green (PMS 5777c).

Marketing Goals

Target Market

Based on Travel Iowa data and digital tracking from the Travel Iowa White Pole Road Scenic Byway landing page, travelers researching our particular byway by rankings are Iowa, Nebraska, Minnesota and Illinois, in that order. This correlates with the target geography that Travel Iowa has identified based on their in-depth consumer travel research. The statistics from the aforementioned landing page also indicate that both men and women research travel to WPR with a slight edge toward women and the 25+ age category. We target travelers from these areas within our strategies outlined below.

Call to Action

Our Call to Action is simple – “Come Take a Drive.” We know that if we can get people off the Interstate to slow down a little, they’ll enjoy the beauty and quaintness of rural living – and stop and spend money for food, entertainment and lodging.

How to Reach our Target Market

Utilizing Our Website

As people turn to the Internet more and more to research and plan travel, we will utilize our website and social media as much as possible to reach them affordably. We continue to update and add to our website and provide digital travel tools available to anyone with Internet

access, including the self-guided audio tour, roadside bingo cards, maps and more.

Utilizing Facebook

During the pandemic, while one of our greatest group of assets—our popular restaurants—were vitally impacted, we took to Facebook to promote the restaurants’ creative responses, including carryout, delivery and even drinks to go! We gained dozens of new followers during this period as people recognized the importance of promoting and supporting our restaurants. Fortunately, all of them survived and we even saw a new creamery start up, serving ice cream and other treats in Casey. We regularly promote anything regarding the byway corridor on Facebook that we believe would appeal to potential travelers or residents. Re-posting Facebook “events” and posts is an effective way to do this without a large time or cash investment.

Leveraging Media

The cheapest form of publicity is news media coverage. Local media near WPR have been good partners in promoting events and activities, both through paid advertising and through free news coverage and live broadcasts, radio, TV, and social media. WPR has been fortunate over the years to garner interest of regional media in addition to local radio and newspaper. Des Moines is just a half-hour away and media outlets in Des Moines like to cover unique activities, history and events in the surrounding rural areas. WPR has taken advantage of that in the past and will continue to do so. The *Des Moines Register* did a large spread on WPR several years ago and Iowa PBS made an historical and entertaining YouTube video about WPR. Travel blogs and other media cover our restaurants, attractions and history often.

Partnering with Other Entities

Partnering with other entities that have the same goals of attracting travelers will be a key aspect of our marketing plan. For example, Travel Iowa has indicated that the byways are one of the top attractions

for the state, so they are interested in partnering on programs such as the recent Bandwango.com Scenic Byways Passport program which utilizes a digital passport with check-in points for travelers along the byways to earn prizes while visiting attractions and businesses. Partnering with the other byways on innovative marketing initiatives will be a priority. These types of partnerships are an affordable way to leverage a little financial investment into promotions that bring solid results.

Measuring Results

We'll measure the success of these partnerships via social media, digital tracking results and feedback from attractions and businesses about the initiatives.

Digital Marketing

The marketing and advertising world is changing quickly with marketing, promotion and advertising being delivered over the Internet more every day. Mobile devices and laptops are more and more the method that people plan and implement travel, and we plan to target them via those same channels. Maps and brochures will still have a use, but the convenience of digital delivery of the information travelers want will become more vital. Travel Iowa also tracks cell phone data of visitors to know where they come from and how they get here. Digital marketing and tracking also allows immediate, observable results, helping to hone in on the best marketing approaches.

Interstate Marketing

The White Pole Road Scenic Byway begins and/or ends, depending on one's direction, at Exit 75 in Adair and Exit 100 near Dexter on I-80, and so we seek to lure travelers off the Interstate via green Advance Destination Guide Signs. We are seeking to name the remainder of the highway where WPR begins east out of Dexter to Exit 100 off I-80 "White Pole Road." This is a small stretch of approximately a quarter mile and would fall under county jurisdiction. We believe it

would then qualify for green destination guide signs on the Interstate, which would help us with our call to action of "Come Take a Drive" to an immediate audience – people driving on I-80.

Signage

A signage plan for WPR was developed and new signs installed in 2018. Signage was designed to meet Iowa DOT standards for visibility. Sign guidelines are available [here](#). The basic premise is wayshowing along the byway. The wayshowing signs feature the new logo with directional arrows, as needed. The plan lays out exactly where each sign is to be placed and has specific guidelines on how the signs are printed, how they are to be placed, how high off the ground, and what to do in special circumstances such as mounting them to existing poles, and mounting two or more byways signs on the same configuration. Working with local jurisdictions ensures that signage placement is appropriate and that it doesn't detract from historic streetscapes or attractive scenery. We will monitor all signage and replace damaged or worn signs, and appropriately deal with illegal or inappropriate signage along the byway.

15.8 Proposed Marketing Projects

1. Printed Materials

Create a rack card or brochure to promote WPR at Iowa welcome centers, area hotels, and the Des Moines Regional Airport. Consider using a paid service (like CTM) to distribute them.

Ensure regular access to printed materials such as tearsheet maps and guides. Add brochure racks/information centers along the byway route.

Work with local partners and stakeholders to incorporate the WPR route, logo, and recognition into publications, marketing, and maps. For example, retailers should include the phrase "On the White Pole Road Scenic Byway" in their description online and on printed materials. Reach out to storefront businesses and ask them to display a

“Friend of the White Pole Road” sticker in their windows.

2. Work with Travel Writers/Bloggers to Increase Our Online Profile

Host/conduct familiarization tours for writers/bloggers or sponsor visits for them in return for content.

3. Integrate Our Audio Clips into a GPS-Enabled Audio-Visual Tour

The number of people who own mobile devices such as smartphones and tablets continues to rise. According to the Pew Research Center, the vast majority of Americans (96%) now own a cellphone of some kind, while roughly half own tablet computers and roughly half own e-reader devices. In a 2020 survey conducted by Corridor Solutions of people who reported driving a scenic byway within the past two years, 36% stated that a mobile app or audio tour would have made their scenic byway experience more memorable or enjoyable. Using the power of personal smartphone and tablet devices, audiovisual tours combine sound, images, video, text, and interactive components to create rich and diverse interpretive experiences. They are ideally suited to byways, providing directions to nearby attractions and offering interpretation during long drives. Estimated production cost - \$8,000-10,000 + annual subscription fees of approximately \$750/year.

4. Invest in the Production of Good Video Content

Have video content professionally produced and share on our own YouTube channel.

5. Develop Activities to Engage Families and Children

Possibilities include a scavenger hunt, rubbing plates and journal, stamps and a passport, or further customization of BINGO cards which could be printed and made available at area businesses including convenience stores.

6. Create Theme or Activity-Specific Guides to the Byway

- Culinary or Food Traditions Guide

- Recreation Guide
- Biking the White Pole Road
- Birding on the Byway

7. Maintain Strong Social Media Presence

- Update Facebook page with a new post at least every 2-3 days
- Celebrate “National Days of...” and holidays with special content. Include lots of photos and even video content.
- Encourage visitors to share their own photos, reviews, etc.
- Create and maintain a presence on Instagram

8. Create WPR-Branded Merchandise

The logo created for WPR through the Iowa DOT may be used on retail merchandise under an agreement with the DOT that all proceeds go back to WPR. To increase awareness of WPR and promote its brand, this project would develop and fabricate WPR-branded merchandise. The items would be made available for purchase at area welcome centers, museums, cafes, and possibly retail outlets along the byway. Branded merchandise might include key rings, mugs, bumper stickers, magnets, postcards, t-shirts, hats, and posters.

9. Stay Visible by Attending Travel-Related Conferences, Trade-shows, and Events

- Des Moines RV & Outdoor Show (January)
- Iowa Bike Expo (January)
- ABA ‘s Annual Meeting & Marketplace (January)
- Legislative Showcase (TFI) – (February/March)
- Iowa Tourism Conference, Iowa Tourism Office/IEDA (April)
- Circle Wisconsin Midwest Marketplace (April)
- Heartland Byways Conference (April/May)

- Iowa Motorcycle Safety (May)
- Adair County Fair (July)
- Dallas County Fair (July)
- Iowa State Fair - Byways booth (August)
- Guthrie County Fair (September)
- Travel Iowa Marketplace (November)

10. Continue to Leverage Travel Iowa Resources

The Iowa Economic Development Authority's tourism office partners with the Iowa Department of Transportation's Scenic Byway Program office to support Iowa's scenic byway program. They provide a multitude of resources that WPR and corridor organizations can take full advantage of to maximize their limited promotional budgets. The following resources will be utilized by the WPR Board and corridor organizations: Iowa Tourism Grant Program; listings on www.traveliowa.com for all byway attractions, businesses, and events; co-op advertising partnership opportunities; economic impact study data and Iowa Tourism Office research; Iowa Tourism Conference networking and educational opportunities; and a page on their website featuring WPR.

SECTION 16: ECONOMIC DEVELOPMENT PLAN



ECONOMIC DEVELOPMENT PLAN

“Economic development can be defined as efforts that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs and supporting or growing incomes and the tax base.”

16.1 Introduction

The Economic Development Plan is intended to help the WPR Board and its stakeholders maximize the economic impact of the byway. It assesses existing economic conditions, community infrastructure, and business climate. The plan identifies strategies, programs and projects that could help improve the economy in the WPR Corridor over the next decade. The plan should encourage WPR communities and stakeholders to work together to use the byway as a tourism asset, thereby creating and supporting jobs, and improving the standard of living for residents. A stronger economy also increases the tax base and creates a more vibrant WPR Corridor.

The policies and strategies recommended in this plan support and encourage regional collaboration among the byway communities, and among all WPR public and private stakeholders. The WPR Board strongly feels that if public and private stakeholders work together, they will be better able to address major economic, social and environmental challenges in the WPR Corridor for years to come.

Stakeholders that have already committed to working with and for WPR to improve the economy through implementation of this Economic Development Plan include, but are not limited to, the following:

- WPR Development Council through planning, coordination and implementation of the project
- The cities of Adair, Casey, Menlo, Stuart, and Dexter through voluntary participation on the WPR Board and committees, and individual and collaborative projects, events and initiatives

- WPR businesses, historical societies, art and cultural organizations, community foundations, and other public and private stakeholders through voluntary participation on the WPR Board and committees, financial contributions, and volunteer service to implement projects and events
- Midwest Partnership—a regional economic development group which partners with Greater Des Moines Partnership and has been very successful luring enterprises to the area
- SEED – a Stuart economic development organization that has had great success developing housing, businesses, child care, and more
- Iowa DOT through the Iowa Byway Sustainability Program for coordination, branding, and technical assistance to the WPR Board, as well as financial assistance for projects
- National Scenic Byway Program through grants, education and information
- Byways of Iowa Coalition through byway collaboration, training, cross promotion, outreach, and education
- Adair, Dallas and Guthrie Counties

16.2 Existing Conditions

The WPR Corridor encompasses portions of Adair, Dallas and Guthrie Counties, and the cities of Adair, Casey, Menlo, Stuart, and Dexter. The WPR Corridor is a rural area of Iowa where communities are small and the population fairly spread out across the landscape. The Des Moines International Airport is just forty-five miles east of WPR.

Demographics

Information about the population in the WPR Corridor can assist in understanding the impact that human activities and culture have on intrinsic qualities in the corridor. According to the U.S. Census Bureau 2010 estimates and 2015-19 estimates, the population has remained steady and average income has risen substantially. More details about the demographics, economic and social characteristics of the corridor

are shown following the statewide data.

Demographic Characteristics by County

While Guthrie and Adair Counties are fairly homogenous across their respective areas, Dallas County is somewhat of an anomaly, encompassing the western edge of the Des Moines metro area, which is the fastest growing and most upscale part of the state. Therefore, in the following statistics, we have also included city demographics to better represent the WPR Corridor.

Adair County

Population

In 2015-2019, Adair County had a total population of 7,085 – 3,580 (50.5%) females and 3,505 (49.5%) males. The median age was 45.4 years. An estimated 21.4% of the population was under 18 years, 28.2% was 18 to 44 years, 28.3% was 45 to 64 years, and 22.% was 65 years and older.

Population per square mile in Adair County was 13.5 in 2010.

Adair County had a County Population Change of 1-10% between 2000 and 2015.

Households and Families

In 2015-2019, there were 3,200 households in Adair County. The average household size was 2.17 people.

Married-couple households made up 50.4% of the households in Adair County, while cohabiting couple households made up 6.8% of households. Female householder families with no spouse or partner present and children under 18 years were 2.9% of all households, while 1.3% of households were male householder families with no spouse or partner present and own children under 18 years. Of people living alone, 13% were male householders, and 17.7% were female householders, for a total of 30.7% of all households.

In Adair County, 5.6% of the population is under 5 years; 21.8% of all households have one or more people under the age of 18; 23% of all households have one or more people 65 years and over.

Nativity and Foreign Born

In 2015-2019, an estimated 98.4% of the people living in Adair County were U.S. natives. 84.9% of the county's population were born in Iowa.

Approximately 1.6% of Adair County residents in 2015-2019 were foreign-born. 21.8% of those foreign born were naturalized U.S. citizens, and an estimated 70% entered the country before the year 2010.

Of those who were born in a region other than the United States, 37.3% were from Latin America, 33.6% were from Europe, and 20% were from Asia.

Among people at least five years old living in Adair County in 2015-2019, 3.2% spoke a language other than English at home. Spanish was spoken by 1.5% of people at least five years old; 0.6% reported that they did not speak English "very well."

Education

In 2015-2019, 94.2% of people 25 years and over had at least graduated from high school and 18.5% had a bachelor's degree or higher. An estimated 5.8% did not complete high school.

The total school enrollment in Adair County was 1,500 in 2015-2019. Nursery school enrollment was 131 and kindergarten through 12th grade enrollment was 1,122. College or graduate school enrollment was 247.

Employment Status and Type of Employer

In Adair County, 64.2% of the population 16 and over were in the

civilian labor force; 35.8% were not currently in the labor force. An estimated 75% of the people employed were private wage and salary workers; 14.9% were federal, state, or local government workers; and 9.4% were self-employed in their own (not incorporated) business.

Between 40-50% of Adair County residents work outside of the county.

Median Income

The median income of households in Adair County was \$53,363. An estimated 6.5% of households had income below \$10,000 a year and 2% had income over \$200,000 or more.

Median earnings for full-time year-round workers was \$43,443. Male full-time year-round workers had median earnings of \$47,222. Female full-time year-round workers had median earnings of \$40,223.

An estimated 75.7% of households received earnings. An estimated 40.5% of households received Social Security and an estimated 20% of households received retirement income other than Social Security. The average income from Social Security was \$19,107. These income sources are not mutually exclusive; that is, some households received income from more than one source.

Poverty and Participation in Government Programs

In 2015-2019, 10.7% of people were in poverty. An estimated 13.6% of children under 18 were below the poverty level, compared with 9.8% of people 65 years old and over. An estimated 10% of people 18 to 64 years were below the poverty level.

In 2015-2019, 11.7% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 42% of households that received SNAP had children under 18, and 32.8% of households

that received SNAP had one or more people 60 years and over. An estimated 23.5% of all households receiving SNAP were families with a female householder and no husband present. An estimated 30% of households receiving SNAP had two or more workers in the past 12 months.

Race and Hispanic Origin

For people reporting one race alone, 97.5% were White; 0.6% were Black or African American; 0% were American Indian and Alaska Native; 0.7% were Asian; 0% were Native Hawaiian and Other Pacific Islander, and 0.2% were some other race. An estimated 1% reported two or more races. An estimated 2.1% of the people in Adair County, Iowa were Hispanic. An estimated 96% of the people in Adair County, Iowa were White non-Hispanic. People of Hispanic origin may be of any race.

Housing Inventory Characteristics

In 2019, Adair County had a total of 3,718 housing units. Of these housing units, 82.3% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 13.9% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 3.7% were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

1.5% of the housing inventory was comprised of houses built since 2010, while 36.4% of the houses were first built in 1939 or earlier.

Occupied Housing Characteristics

In 2015-2019, Adair County had 3,200 housing units that were occupied or had people living in them, while the remaining 511 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 74.3% while renters occupied 25.7%. The average household size of owner-occupied houses was 2.25 and in renter-occupied houses it

was 1.95.

21.1% of householders of these occupied houses had moved into their house since 2015, while 21.5% moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 4.3% and another 34.6% had three or more vehicles available for use.

In 2019, there were 18 building permits granted.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in Adair County was \$104,600.

Of the owner-occupied households, 50.4% had a mortgage. 49.6% owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$1,088 and for owners without a mortgage it was \$464.

For renter-occupied houses, the median gross rent for Adair County was \$585. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in Adair County accounted for 16.9% of owners with a mortgage, 11.9% of owners without a mortgage, and 32.5% of renters.

Computer and Internet Use

In 2015-2019, 85.3% of households in Adair County had a computer, and 71.8% had a broadband internet subscription.

An estimated 68.5% of households had a desktop or laptop, 69.7% had a smartphone, 52.8% had a tablet or other portable wireless computer, and 2.9% had some other computer.

Among all households, 58.4% had a cellular data plan; 41.8% had a broadband subscription such as cable, fiber optic, or DSL; 11.9% had a satellite internet subscription; 1.5% had dial-up alone; and 0.1% had some other service alone.

Businesses

There was a total of 201 employer establishments in Adair County in 2018, for a total of 1,943 people employed.

Dallas County

Population

In 2015-2019, Dallas County had a total population of 87,099 – 44,115 (50.6%) females and 42,984 (49.4% males). The median age was 35.4 years. An estimated 27.9% of the population was under 18 years, 37.3% was 18 to 44 years, 22.9% was 45 to 64 years, and 11.9% was 65 years and older.

There was an increase of more than 20% in Dallas County between 2000-2015.

Households and Families

In 2015-2019, there were 34,399 households in Dallas County. The average household size was 2.52 people.

Married-couple households made up 57.8% of the households in Dallas County while cohabiting couple households made up 7.2% of households. Female householder families with no spouse or partner present and own children under 18 years were 3.5% of all households, while 0.9% of households were male householder families with no spouse or partner present and own children under 18 years. Of people living alone, 10.6% were male householders, and 14.7% were female householders, for a total of 25.3% of all households.

In Dallas County, 39.8% of all households have one or more people under the age of 18; 21% of all households have one or more people 65 years and over.

Nativity and Foreign Born

In 2015-2019, an estimated 91.8% of the people living in Dallas County were U.S. natives. 68% of the Dallas County population were living in the state where they were born.

Approximately 8.2% of Dallas County residents in 2015-2019 were foreign-born. 51.1% of foreign born were naturalized U.S. citizens and an estimated 70.7% entered the country before the year 2010.

Language

Among people at least five years old living in Dallas County in 2015-2019, 11.1% spoke a language other than English at home. Spanish was spoken by 4.6% of people at least five years old; 4% reported that they did not speak English “very well.”

Education

In 2015-2019, 95.6% of people 25 years and over had at least graduated from high school and 50.4% had a bachelor’s degree or higher. An estimated 4.3% did not complete high school.

The total school enrollment in Dallas County was 23,384 in 2015-2019. Nursery school enrollment was 2,262 and kindergarten through 12th grade enrollment was 17,269. College or graduate school enrollment was 3,853.

Employment Status and Type of Employer

In Dallas County, 72.7% of the population 16 and over were employed; 25.2% were not currently in the labor force.

An estimated 83.6% of the people employed were private wage and

salary workers; 12.7% were federal, state, or local government workers; and 3.6% were self-employed in their own (not incorporated) business.

More than 50% of Dallas County residents work outside of the county.

Median Income

The median income of households in Dallas County was \$88,479. An estimated 2% of households had income below \$10,000 a year and 11.5% had income over \$200,000 or more.

Median earnings for full-time year-round workers was \$62,626. Male full-time year-round workers had median earnings of \$73,039. Female full-time year-round workers had median earnings of \$54,419.

An estimated 85.7% of households received earnings. An estimated 22% of households received Social Security and an estimated 15.4% of households received retirement income other than Social Security. The average income from Social Security was \$21,308. These income sources are not mutually exclusive; that is, some households received income from more than one source.

Poverty and Participation in Government Programs

In 2015-2019, 5.2% of people were in poverty. An estimated 5.3% of children under 18 were below the poverty level, compared with 5.1% of people 65 years old and over. An estimated 5.2% of people 18 to 64 years were below the poverty level.

In 2015-2019, 5.3% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 53% of households that received SNAP had children under 18, and 21.9% of households that received SNAP had one or more people 60 years and over. An estimated 18% of all households receiving SNAP were families with a female householder and no husband present. An estimated 59.9% of households receiving SNAP had two or more workers in the past 12 months.

Race and Hispanic origin

For people reporting one race alone, 90.6% were White; 1.9% were Black or African American; 0.1% were American Indian and Alaska Native; 4.5% were Asian; 0.1% were Native Hawaiian and Other Pacific Islander, and 0.8% were some other race. An estimated 2% reported two or more races. An estimated 6% of the people in Dallas County were Hispanic. An estimated 85.4% of the people in Dallas County were White non-Hispanic. People of Hispanic origin may be of any race.

Housing Inventory Characteristics

In 2015-2019, Dallas County had a total of 36,418 housing units. Of these housing units, 76.4% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 21% percent of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 2.6% were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

26.9% of the housing inventory was comprised of houses built since 2010, while 10.3% of the houses were first built in 1939 or earlier. The median number of rooms in all housing units in Dallas County was 6.1 rooms, and of these housing units 66.3% had three or more bedrooms.

Occupied Housing Characteristics

In 2015-2019, Dallas County had 34,399 housing units that were occupied or had people living in them, while the remaining 2,019 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 73.7% while renters occupied 26.3%. The average household size of owner-occupied houses was 2.67 and in renter-occupied houses it was 2.07.

32.7% of householders of these occupied houses had moved into

their house since 2015, while 5.7% moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 3.5% and another 24.9% had three or more vehicles available for use.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in Dallas County was \$248,100.

Of the owner-occupied households, 73.8% had a mortgage. 26.2% owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$1,701 and for owners without a mortgage it was \$605.

For renter-occupied houses, the median gross rent for Dallas County was \$1,045. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in Dallas County accounted for 14.4% of owners with a mortgage, 9.7% of owners without a mortgage, and 39% of renters.

Computer and Internet Use

In 2015-2019, 94.5% of households in Dallas County had a computer, and 88.7% had a broadband internet subscription.

An estimated 85.9% of households had a desktop or laptop, 86.9% had a smartphone, 69.8% had a tablet or other portable wireless computer, and 1.7% had some other computer.

Among all households, 75.7% had a cellular data plan; 75% had a

broadband subscription such as cable, fiber optic, or DSL; 7.7% had a satellite internet subscription; 0.3% had dial-up alone; and 0.1% had some other service alone.

Guthrie County

Population

In 2015-2019, Guthrie County had a total population of 10,689 – 44,115 (An estimated 5.5% were under 5 years, 21.9% of the population was under 18 years, and 22.8% were 65 years and older.) The population per square mile was 18.5 people.

There was a 1-10% County Population Change in Guthrie County between 2000-2015.

Households and Families

In 2015-2019, there were 4,452 households in Guthrie County. The average household size was 2.36 people.

Nativity and Foreign Born

In 2015-2019, an estimated 98.2% of the people living in Guthrie County were U.S. natives. Only 1.8% of Guthrie County residents in 2015-2019 were foreign-born.

Language

Only 2.7% of Guthrie County residents spoke a language other than English.

Education

In 2015-2019, 93.1% of people had graduated from high school, and 19.8% had a bachelor's degree or higher.

Employment Status and Type of Employer

In Guthrie County, 64.2% of the population 16 and over were in the civilian labor force.

Between 40-50% of Guthrie County residents work outside of the county.

Median Income

The median income of households in Guthrie County was \$61,161.

Poverty and Participation in Government Programs

In 2015-2019, 8.8% of Guthrie County residents were living in poverty.

Race and Hispanic origin

For people reporting one race alone, 97.3% were White; 0.7% were Black or African American; 0.4% were American Indian and Alaska Native; 0.3% were Asian; 0.1% were Native Hawaiian and Other Pacific Islander. An estimated 1.2% reported two or more races. 2.8% of the people in Guthrie County were Hispanic.

Housing Inventory Characteristics

In 2015-2019, Guthrie County had a total of 5,828 housing units. 79.6% of those housing units were owner-occupied, with a median value of \$117,900. Median gross rent in Guthrie County was \$682. There were 12 building permits in 2019.

Computer and Internet Use

In 2015-2019, 86.3% of households in Guthrie County had at least one computer, and 75.6% had a broadband internet subscription.

Businesses

There was a total of 219 employer establishments in Guthrie County in 2018, for a total of 2,124 people employed. Employment decreased by 9.1% between 2017 and 2018.

Demographic Characteristics by City

Adair

Households and Families

The 2020 population for Adair is 791. Between 2010 and 2020 the population of Adair increased by 1.3%; however, the population of Adair still decreased from 839 in 2000. Adair County saw a -2.4% population decrease between 2010 and 2020.

In 2015-2019, there were 340 households in Adair. The average household size was 2.17 people.

Married-couple households made up 52.9% of the households in Adair, while cohabiting couple households made up 7.9% of households. Female householder families with no spouse or partner present and children under 18 years were 0% percent of all households, while 1.5% of households were male householder families with no spouse or partner present and children under 18 years. Of people living alone, 12.4% were male householders, and 15% were female householders, for a total of 27.4% of all households.

In Adair, 22.6% of all households have one or more people under the age of 18; 31.5% of all households have one or more people 65 years and over.

Nativity and Foreign Born

In 2015-2019, an estimated 97.6% of the people living in Adair were U.S. natives. 75.9% of the Adair population were living in the state where they were born.

Approximately 2.4% of Adair residents in 2015-2019 were foreign-born. 22.2% of foreign born were naturalized U.S. citizens and an estimated 22.2% entered the country before the year 2010.

Of those not born in the United States, 100% were from Asia.

Language

Among people at least five years old living in Adair in 2015-2019, 6% spoke a language other than English at home. Spanish was spoken by 1.6% of people at least five years old; 1.3% reported that they did not speak English “very well.”

Education

In 2015-2019, 98% of people 25 years and over had at least graduated from high school and 16.9% had a bachelor’s degree or higher. An estimated 1.9% did not complete high school.

The total school enrollment in Adair was 134 in 2015-2019. Nursery school enrollment was 14 and kindergarten through 12th grade enrollment was 95. College or graduate school enrollment was 25.

Employment Status and Type of Employer

In Adair, 63.1% of the population 16 and over were employed; 34.3% were not currently in the labor force.

An estimated 84.9% of the people employed were private wage and salary workers; 8.6% were federal, state, or local government workers; and 6.5% were self-employed in their own (not incorporated) business.

Income

The median income of households in Adair was \$50,000. An estimated 5.3% of households had income below \$10,000 a year and 1.8% had income over \$200,000 or more.

Median earnings for full-time year-round workers was \$42,400. Male full-time year-round workers had median earnings of \$42,500. Female full-time year-round workers had median earnings of \$41,875.

An estimated 76.8% of households received earnings. An estimated

37.6% of households received Social Security and an estimated 17.6% of households received retirement income other than Social Security. The average income from Social Security was \$16,755. These income sources are not mutually exclusive; that is, some households received income from more than one source.

Poverty and Participation in Government Programs

In 2020, 8.6% of people living in Adair were in poverty. An estimated 2% of children under 18 were below the poverty level, compared with 5.5% of people 65 years old and over. An estimated 11.3% of people 18 to 64 years were below the poverty level.

In 2015-2019, 13.2% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 53.3% of households that received SNAP had children under 18, and 15.6% of households that received SNAP had one or more people 60 years and over. An estimated 13.3% of all households receiving SNAP were families with a female householder and no husband present. An estimated 10.3% of households receiving SNAP had two or more workers in the past 12 months.

Population

In 2020, Adair had a total population of 791. The median age was 39.4 years. An estimated 19.3% of the population was under 18 years, 34% was 18 to 44 years, 29.4% was 45 to 64 years, and 17% was 65 years and older.

Race and Hispanic origin

In 2020 in the city of Adair, for people reporting one race alone, 93.6% were White; 0.8% were Black or African American; 0.3% were American Indian and Alaska Native; 0.6% were Asian; 0% were Native Hawaiian and Other Pacific Islander, and 0.4% were some other race. 4.4% reported two or more races. An estimated 3.4% of the people in Adair were Hispanic. People of Hispanic origin may be of any race.

Housing Inventory Characteristics

In 2015-2019, Adair had a total of 394 housing units. Of these housing units, 76% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 20.6% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 3.3% were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

0% of the housing inventory was comprised of houses built since 2010, while 26.4% of the houses were first built in 1939 or earlier.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in Adair was \$108,200.

Of the owner-occupied households, 57% had a mortgage. 43% owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$1,108 and for owners without a mortgage it was \$455.

For renter-occupied houses, the median gross rent for Adair was \$826. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in Adair city, Iowa accounted for 8.6% of owners with a mortgage, 8.4% of owners without a mortgage, and 59.4% of renters.

Computer and Internet Use

In 2015-2019, 83.8% of households in Adair had a computer, and 78.8% had a broadband internet subscription.

An estimated 71.5% of households had a desktop or laptop, 68.8% had a smartphone, 52% had a tablet or other portable wireless computer, and 2.4% had some other computer.

Among all households, 61.2% had a cellular data plan; 60% had a broadband subscription such as cable, fiber optic, or DSL; 10.6% had a satellite internet subscription; 0% had dial-up alone; and 0% had some other service alone.

Casey

Households and Families

In 2020, there were 387 people living in Casey. Between 2010 and 2020 the population decreased by -9.2%. Guthrie County saw a -3.0% population decrease between 2010 and 2020. Between 2015-2019, there were 171 households in Casey. The average household size was 2.25 people.

Married-couple households made up 39.2% of the households in Casey while cohabiting couple households made up 8.2% of households. Female householder families with no spouse or partner present and children under 18 years were 7.6% of all households, while 0% of households were male householder families with no spouse or partner present and children under 18 years. Of people living alone, 16.4% were male householders, and 18.7% were female householders, for a total of 35.1% of all households.

In Casey, 23.4% of all households have one or more people under the age of 18; 37.4% of all households have one or more people 65 years and over.

Nativity and Foreign Born

In 2015-2019, an estimated 97.4% of the people living in Casey were U.S. natives. 79.5% of the population were living in the state where they were born.

Approximately 2.6% of Casey residents in 2015-2019 were for-

eign-born. 30% of foreign born were naturalized U.S. citizens and an estimated 100% entered the country before the year 2010.

90% of foreign-born residents were from Latin America, and 10% from Europe.

Language

Among people at least five years old living in Casey in 2015-2019, 1.6% spoke a language other than English at home. Spanish was spoken by 1.4% of people at least five years old; 0.8% reported that they did not speak English “very well.”

Education

In 2015-2019, 88% of people 25 years and over had at least graduated from high school and 8.3% had a bachelor’s degree or higher. An estimated 11.9% did not complete high school.

The total school enrollment in Casey was 64 in 2015-2019. Nursery school enrollment was 1 and kindergarten through 12th grade enrollment was 60. College or graduate school enrollment was 3.

Employment Status and Type of Employer

In Casey, 52% of the population 16 and over were employed; 45.8% were not currently in the labor force.

An estimated 78% of the people employed were private wage and salary workers; 13% were federal, state, or local government workers; and 8.3% were self-employed in their own (not incorporated) business.

Income

The median income of households in Casey was \$38,906. An estimated 2.9% of households had income below \$10,000 a year and 1.2% had income over \$200,000 or more.

Median earnings for full-time year-round workers was \$33,750. Male full-time year-round workers had median earnings of \$31,563. Female full-time year-round workers had median earnings of \$35,625.

An estimated 71.3% of households received earnings. An estimated 47.4% of households received Social Security and an estimated 22.8% of households received retirement income other than Social Security. The average income from Social Security was \$18,152. These income sources are not mutually exclusive; that is, some households received income from more than one source.

Poverty and Participation in Government Programs

In 2015-2019, 21.8% of people were in poverty. An estimated 44.3% of children under 18 were below the poverty level, compared with 10.9% of people 65 years old and over. An estimated 18.2% of people 18 to 64 years were below the poverty level.

In 2015-2019, 27.5% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 36.2% of households that received SNAP had children under 18, and 38.3% of households that received SNAP had one or more people 60 years and over. An estimated 25.5% of all households receiving SNAP were families with a female householder and no husband present. An estimated 33.3% of households receiving SNAP had two or more workers in the past 12 months.

Population

In 2015-2019, Casey had a total population of 385 – 181 (47%) females and 204 (53%) males. The median age was 50.4 years. An estimated 20% of the population was under 18 years, 24% was 18 to 44 years, 31.4% was 45 to 64 years, and 23.9% was 65 years and older.

Race and Hispanic origin

For people reporting one race alone, 96.7% were White. 4.9% re-

ported two or more races. An estimated 1.8% of the people in Casey were of Hispanic origin. 0.5% were Asian, 0.5% were American Indian or Alaska Native, and 1.6% were Hawaiian or Pacific Islander.

Housing Inventory Characteristics

In 2015-2019, Casey had a total of 199 housing units. Of these housing units, 95.5% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 4.5% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 0% were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

0% of the housing inventory was comprised of houses built since 2010, while 65.8% of the houses were first built in 1939 or earlier.

Occupied Housing Characteristics

In 2020, out of 199 housing units, 85.9% of housing units were occupied, while 14.1% were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 75.4% while renters occupied 24.6%. The average household size of owner-occupied houses was 2.36 and in renter-occupied houses it was 1.90. The average monthly rent was \$738, which was higher than the Guthrie County average of \$682.

21% of householders of these occupied houses had moved into their house since 2015, while 22.8% moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 3.5% and another 22.2% had three or more vehicles available for use.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in Casey was \$62,500.

Of the owner-occupied households, 56.6% had a mortgage. 43.4% owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$788 and for owners without a mortgage it was \$388.

For renter-occupied houses, the median gross rent for Casey was \$738. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in Casey accounted for 20.5% of owners with a mortgage, 16% of owners without a mortgage, and 54.3% of renters.

Computer and Internet Use

In 2015-2019, 79.5% of households in Casey had a computer, and 70.8% had a broadband internet subscription.

An estimated 59.6% of households had a desktop or laptop, 65.5% had a smartphone, 48% had a tablet or other portable wireless computer, and 1.8% had some other computer.

Among all households, 59% had a cellular data plan; 52% had a broadband subscription such as cable, fiber optic, or DSL; 3.5% had a satellite internet subscription; 0% had dial-up alone; and 0% had some other service alone.

Menlo

Households and Families

The 2020 population for Menlo is 345. Between 2010 and 2020 the population decreased by -2.3%. Guthrie County saw a -3.0% population decrease between 2010 and 2020. In 2015-2019, there were 150 households in Menlo. The average household size was 2.43 people.

Married-couple households made up 44.7% of the households in Menlo while cohabiting couple households made up 10% of households. Female householder families with no spouse or partner present and own children under 18 years were 4.7% of all households, while 1.3% of households were male householder families with no spouse or partner present and own children under 18 years. Of people living alone, 14.7% were male householders, and 16.7% were female householders, for a total of 31.4% of all households.

In Menlo, 34% of all households have one or more people under the age of 18; 30% of all households have one or more people 65 years and over.

Nativity and Foreign Born

In 2015-2019, an estimated 97.3% of the people living in Menlo were U.S. natives. 80% of the Menlo population were living in the state where they were born.

Approximately 2.7% of Menlo residents in 2015-2019 were foreign-born. 50% of foreign born were naturalized U.S. citizens and an estimated 100% entered the country before the year 2010.

100% of foreign-born residents of Menlo come from Latin America.

Language

Among people at least five years old living in Menlo in 2015-2019, 3.9% spoke a language other than English at home. Spanish was spoken by 3% of people at least five years old; 2.4% reported that they did not speak English “very well.”

Education

In 2015-2019, 90.8% of people 25 years and over had at least graduated from high school and 13% had a bachelor’s degree or higher. An estimated 9.2% did not complete high school.

The total school enrollment in Menlo was 77 in 2015-2019. Nursery school enrollment was 1 and kindergarten through 12th grade enrollment was 70. College or graduate school enrollment was 6.

Employment Status and Type of Employer

In Menlo, 64.7% of the population 16 and over were employed; 33.5% were not currently in the labor force.

An estimated 86.4% of the people employed were private wage and salary workers; 8.5% were federal, state, or local government workers; and 5.1% were self-employed in their own (not incorporated) business.

Income

The median income of households in Menlo was \$53,000. An estimated 6% of households had income below \$10,000 a year and 2% had income over \$200,000 or more.

Median earnings for full-time year-round workers was \$40,673. Male full-time year-round workers had median earnings of \$45,000. Female full-time year-round workers had median earnings of \$35,313.

An estimated 76.7% of households received earnings. An estimated 29.3% of households received Social Security and an estimated 12% of households received retirement income other than Social Security. The average income from Social Security was \$16,334. These income sources are not mutually exclusive; that is, some households received income from more than one source.

Poverty and Participation in Government Programs

In 2015-2019, 13.3% of people were in poverty. An estimated 23% of children under 18 were below the poverty level, compared with 22.4% of people 65 years old and over. An estimated 6.4% of people 18 to 64 years were below the poverty level.

In 2015-2019, 16.7% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 56% of households that received SNAP had children under 18, and 12% of households that received SNAP had one or more people 60 years and over. An estimated 28% of all households receiving SNAP were families with a female householder and no husband present. An estimated 26.3% of households receiving SNAP had two or more workers in the past 12 months.

Population

In 2015-2019, Menlo had a total population of 365 – 184 (50.4%) females and 181 (49.6%) males. The median age was 37.6 years. An estimated 28.2% of the population was under 18 years, 35.3% was 18 to 44 years, 20.5% was 45 to 64 years, and 15.9% was 65 years and older.

Race and Hispanic origin

For people reporting one race alone, 91.6% were White; 0.9% were American Indian and Alaska Native, and 2.0% were Other. An estimated 5.5% reported two or more races. An estimated 0.9% of the people in Menlo were Hispanic. People of Hispanic origin may be of any race.

Housing Inventory Characteristics

In 2015-2019, Menlo had a total of 164 housing units. Of these housing units, 84.1% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 12.8% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 3% were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

1.8% of the housing inventory was comprised of houses built since 2010, while 48.8% of the houses were first built in 1939 or earlier.

Occupied Housing Characteristics

In 2015-2019, Menlo had 150 housing units that were occupied or had people living in them, while the remaining 14 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 74.7% while renters occupied 25.3%. The average household size of owner-occupied houses was 2.63 and in renter-occupied houses it was 1.84.

12.7% of householders of these occupied houses had moved into their house since 2015, while 18% moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 5.3% and another 39.3% had three or more vehicles available for use.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in Menlo was \$74,200.

Of the owner-occupied households, 66.1% had a mortgage. 33.9% owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$933 and for owners without a mortgage it was \$508.

For renter-occupied houses, the median gross rent for Menlo was \$318. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in Menlo accounted for 21.6% of owners with a mortgage, 21% of owners without a mortgage, and 33.3% of renters.

Computer and Internet Use

In 2015-2019, 77.3% of households in Menlo had a computer, and

61.3% had a broadband internet subscription.

An estimated 62.7% of households had a desktop or laptop, 68% had a smartphone, 48% had a tablet or other portable wireless computer, and 2.7% had some other computer.

Among all households, 52% had a cellular data plan; 49.3% had a broadband subscription such as cable, fiber optic, or DSL; 5.3% had a satellite internet subscription; 4% had dial-up alone; and 0% had some other service alone.

Stuart

Households and Families

The 2020 population for Stuart is 1,782. Between 2010 and 2020 the population increased by 8.1%. Guthrie County saw a -3.0% population decrease between 2010 and 2020. In 2015-2019, there were 692 households in Stuart. The average household size was 2.2 people.

Married-couple households made up 47.7% of the households in Stuart while cohabiting couple households made up 5.9% of households. Female householder families with no spouse or partner present and own children under 18 years were 1.9% of all households, while 1.7% of households were male householder families with no spouse or partner present and own children under 18 years. Of people living alone, 10.5% were male householders, and 24.6% were female householders, for a total of 35% of all households.

In Stuart, 24% of all households have one or more people under the age of 18; 37.4% of all households have one or more people 65 years and over.

Nativity and Foreign Born

In 2015-2019, an estimated 97% of the people living in Stuart were

U.S. natives. 85.8% of the Stuart population were living in the state where they were born.

Approximately 2.9% of Stuart residents in 2015-2019 were foreign-born. 26.7% of foreign born were naturalized U.S. citizens and an estimated 55.6% entered the country before the year 2010.

Foreign-born residents of Stuart come from Europe (48.9%), Latin America (46.7%), and Asia (4.4%).

Education

In 2015-2019, 92% of people 25 years and over had at least graduated from high school and 17.3% had a bachelor's degree or higher. An estimated 8% did not complete high school.

The total school enrollment in Stuart was 309 in 2015-2019. Nursery school enrollment was 5 and kindergarten through 12th grade enrollment was 246. College or graduate school enrollment was 58.

Employment Status and Type of Employer

In Stuart, 55.5% of the population 16 and over were employed; 42.5% were not currently in the labor force.

An estimated 82.2% of the people employed were private wage and salary workers; 11.4% were federal, state, or local government workers; and 6.3% were self-employed in their own (not incorporated) business.

Income

The median income of households in Stuart was \$49,605. An estimated 7.1% of households had income below \$10,000 a year and 1.6% had income over \$200,000 or more.

Median earnings for full-time year-round workers was \$45,625. Male

full-time year-round workers had median earnings of \$54,821. Female full-time year-round workers had median earnings of \$37,969.

An estimated 72.4% of households received earnings. An estimated 42.6% of households received Social Security and an estimated 21.4% of households received retirement income other than Social Security. The average income from Social Security was \$17,973. These income sources are not mutually exclusive; that is, some households received income from more than one source.

Poverty and Participation in Government Programs

In 2015-2019, 13% of people were in poverty. An estimated 6.4% of children under 18 were below the poverty level, compared with 14.8% of people 65 years old and over. An estimated 15% of people 18 to 64 years were below the poverty level.

In 2015-2019, 10.7% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 14.9% of households that received SNAP had children under 18, and 40.5% of households that received SNAP had one or more people 60 years and over. An estimated 6.8% of all households receiving SNAP were families with a female householder and no husband present. An estimated 37.5% of households receiving SNAP had two or more workers in the past 12 months.

Population

In 2015-2019, Stuart had a total population of 1,573 – 831 (52.8%) females and 742 (47.2%) males. The median age was 45.9 years. An estimated 20.9% of the population was under 18 years, 28.6% was 18 to 44 years, 26.1% was 45 to 64 years, and 24.5% was 65 years and older.

Race and Hispanic origin

For people reporting one race alone, 93.9% were White; 1.0% were African American, 0.3% were Asian, 0.3% were American Indian or Alaska Native, 0.1% were Hawaiian or Pacific Islander, and 0.4% were Other. An estimated 4.0% reported two or more races. An estimated

3.3% of the people in Stuart were Hispanic. People of Hispanic origin may be of any race.

Housing Inventory Characteristics

In 2015-2019, Stuart had a total of 786 housing units. Of these housing units, 76.4% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 18.5% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 5.1% were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

4% of the housing inventory was comprised of houses built since 2010, while 32.6% of the houses were first built in 1939 or earlier.

Occupied Housing Characteristics

In 2015-2019, Stuart had 692 housing units that were occupied or had people living in them, while the remaining 94 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 76.7% while renters occupied 23.3%. The average household size of owner-occupied houses was 2.34 and in renter-occupied houses it was 1.77.

24% of householders of these occupied houses had moved into their house since 2015, while 14.9% moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 5.5% and another 24.3% had three or more vehicles available for use.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in Stuart was \$96,000.

Of the owner-occupied households, 62.7% had a mortgage. 37.3% owned their houses “free and clear,” that is without a mortgage or

loan on the house. The median monthly housing costs for owners with a mortgage was \$988 and for owners without a mortgage it was \$481.

For renter-occupied houses, the median gross rent for Stuart was \$617. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in Stuart accounted for 26% of owners with a mortgage, 18.5% of owners without a mortgage, and 46% of renters.

Computer and Internet Use

In 2015-2019, 81.6% of households in Stuart had a computer, and 73% had a broadband internet subscription.

An estimated 69% of households had a desktop or laptop, 63% had a smartphone, 43% had a tablet or other portable wireless computer, and 5.3% had some other computer.

Among all households, 60% had a cellular data plan; 49.7% had a broadband subscription such as cable, fiber optic, or DSL; 8.2% had a satellite internet subscription; 2.2% had dial-up alone; and 0% had some other service alone.

Dexter

Households and Families

The 2020 population for Dexter is 640. Between 2010 and 2020 the population increased by 4.7%. Dallas County saw a 50.7% population increase between 2010 and 2020. In 2015-2019, there were 246 households in Dexter. The average household size was 2.46 people.

Married-couple households made up 46.3% of the households in Dexter while cohabiting couple households made up 9.3% of households. Female householder families with no spouse or partner present and own children under 18 years were 4.5% of all households, while 0% of households were male householder families with no spouse or partner present and own children under 18 years. Of people living alone, 15.4% were male householders, and 14.2% were female householders, for a total of 29.6% of all households.

In Dexter, 27.2% of all households have one or more people under the age of 18; 31.3% of all households have one or more people 65 years and over.

Nativity and Foreign Born

In 2015-2019, an estimated 99.7% of the people living in Dexter were U.S. natives. 89.3% of the Dexter population were living in the state where they were born.

Approximately 0.3% of Dexter residents in 2015-2019 were foreign-born. 0% of foreign born were naturalized U.S. citizens and an estimated 100% entered the country before the year 2010.

50% of foreign-born residents of Dexter come from Latin America, and 50% are from Asia.

Language

Among people at least five years old living in Dexter in 2015-2019, 1.1% spoke a language other than English at home. Spanish was spoken by 1.1% of people at least five years old; 0% reported that they did not speak English “very well.”

Education

In 2015-2019, 95.5% of people 25 years and over had at least graduated from high school and 20.7% had a bachelor’s degree or higher. An

estimated 4.5% did not complete high school.

The total school enrollment in Dexter was 140 in 2015-2019. Nursery school enrollment was 14 and kindergarten through 12th grade enrollment was 108. College or graduate school enrollment was 18.

Employment Status and Type of Employer

In Dexter, 60.5% of the population 16 and over were employed; 34.8% were not currently in the labor force.

An estimated 87% of the people employed were private wage and salary workers; 8% were federal, state, or local government workers; and 4.9% were self-employed in their own (not incorporated) business.

Income

The median income of households in Dexter was \$55,455. An estimated 5.3% of households had income below \$10,000 a year and 1.6% had income over \$200,000 or more.

Median earnings for full-time year-round workers was \$45,515. Male full-time year-round workers had median earnings of \$50,417. Female full-time year-round workers had median earnings of \$42,857.

An estimated 77.2% of households received earnings. An estimated 36.2% of households received Social Security and an estimated 22.8% of households received retirement income other than Social Security. The average income from Social Security was \$18,412. These income sources are not mutually exclusive; that is, some households received income from more than one source.

Poverty and Participation in Government Programs

In 2015-2019, 10.3% of people were in poverty. An estimated 13.8% of children under 18 were below the poverty level, compared with 7.7% of people 65 years old and over. An estimated 9.7% of people 18 to 64 years were below the poverty level.

In 2015-2019, 4% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 80% of households that received SNAP had children under 18, and 50% of households that received SNAP had one or more people 60 years and over. An estimated 50% of all households receiving SNAP were families with a female householder and no husband present. An estimated 75% of households receiving SNAP had two or more workers in the past 12 months.

Population

In 2015-2019, Dexter had a total population of 606 – 290 (47.9%) females and 316 (52.1%) males. The median age was 36.3 years. An estimated 24.9% of the population was under 18 years, 34.2% was 18 to 44 years, 23.8% was 45 to 64 years, and 17.2% was 65 years and older.

Race and Hispanic origin

For people reporting one race alone, 94.1% were White; 2.2% were Black or African American; 0.9% were Asian; and 0.5% were some other race. 2.3% reported being of two or more races. An estimated 2.0% of the people in Dexter were Hispanic. People of Hispanic origin may be of any race.

Housing Inventory Characteristics

In 2015-2019, Dexter had a total of 254 housing units. Of these housing units, 81.5% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as “townhouses” or “row houses”). 10.2% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 8.3% were mobile homes, while any remaining housing units were classified as “other,” which included boats, recreational vehicles, vans, etc.

2.8% of the housing inventory was comprised of houses built since 2010, while 51.6% of the houses were first built in 1939 or earlier.

Occupied Housing Characteristics

In 2015-2019, Dexter had 246 housing units that were occupied or had people living in them, while the remaining 8 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 72.4% while renters occupied 27.6%. The average household size of owner-occupied houses was 2.61 and in renter-occupied houses it was 2.07.

11.8% of householders of these occupied houses had moved into their house since 2015, while 17% moved into their house in 1989 or earlier. Households without a vehicle available for personal use comprised 5.3% and another 42.7% had three or more vehicles available for use.

Financial Characteristics and Housing Costs

In 2015-2019, the median property value for owner-occupied houses in Dexter was \$132,800.

Of the owner-occupied households, 55.6% had a mortgage. 44.4% owned their houses “free and clear,” that is without a mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$1,179 and for owners without a mortgage it was \$502.

For renter-occupied houses, the median gross rent for Dexter was \$596. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay thirty percent or more of their income on housing costs are considered cost-burdened. In 2015-2019, cost-burdened households in Dexter accounted for 11.1% of owners with a mortgage, 15.2% of owners without a mortgage, and 34.5% of renters.

Computer and Internet Use

In 2015-2019, 81.7% of households in Dexter had a computer, and 75.2% had a broadband internet subscription.

An estimated 76% of households had a desktop or laptop, 72.4% had a smartphone, 52.8% had a tablet or other portable wireless computer, and 1.6% had some other computer.

Among all households, 60.2% had a cellular data plan; 61.4% had a broadband subscription such as cable, fiber optic, or DSL; 2.4% had a satellite internet subscription; 0% had dial-up alone; and 0% had some other service alone.

16.3 Challenges & Opportunities

Population Change

Populations across the five WPR communities of Adair, Casey, Menlo, Stuart, and Dexter are mostly seeing an increase annually right now, at an average rate of 0.72%. However, from 2010 to 2020, three of those communities saw population decreases—Adair (-6.9%), Casey (-6.81%) and Menlo (-1.13%). Dexter saw an increase of 0.65% from 2010 to 2020, and Stuart saw a much larger population growth of 5.58% during those ten years.

The median age in Adair, Menlo, and Dexter are under 40 years. (36.3-39.4 years). The median age in Stuart is 45.9 years, and in Casey, it is 50.4 years.

In terms of population between 19 and 64 years, prime workforce age, four of the five communities have 54-58% in that age range, while Adair has 63.4% in the workforce age range.

Local Economy

Without a thriving or stable economy, communities within the WPR corridor will struggle to prosper and grow. The local economy is influenced by many factors including employment and unemployment, having a qualified workforce, access to transportation, cultural attractions, local policies and incentives, available land and resources, commitment to growth, and the ability to demonstrate success within a community.

Employment

A cause and effect relationship is causing what many believe is a major problem for the WPR corridor in terms of lack of jobs and lack of a qualified labor force. Some residents believe that companies aren't interested in locating along the corridor due to an impression on an unqualified workforce. For example, the large companies that have located in Stuart along the edge of I-80 offer mostly minimum wage jobs. "Businesses move out in their wake due to minimum wage," said one resident. Therefore, people with children may not move to Stuart because there are not enough high quality jobs to support a family with.

The county has a 17.5 percent unemployment rate for individuals 20 to 24 years of age, while Stuart has a 20.8 percent unemployment rate in that same cohort. This is most likely due to students enrolled in college who have elected not to work. Stuart also has a high number (7.3 percent) of unemployment in the 45-54 age range, roughly 4 percent higher than that of the county. Stuart also has a higher unemployment rate in the 55-64 age range.

Median Income

Median household income is a good indication of a successful economy. Having a high median income is beneficial and means that there will most likely be lots of income flowing into the city, while having a low median income can hinder the economy in many ways, leaving the community at a disadvantage. Both Menlo and Dexter have median household incomes (\$60,938 and \$63,124 respectively) that are

above the national average of \$57,652, while Adair's (\$43,125), Casey's (\$49,485) and Stuart's (\$51,875) are below the U.S. average.

Housing

Ensuring that cities along the corridor are providing adequate and affordable housing units for the community is essential to the economic success of the entire region. Attractive housing can be used to market the area to potential employers and to attract new residents.

The National Average Median Property Value is \$229,700, which is much higher than the median property values along the WPR corridor. Those median property values range from a high of \$131,800 in Dexter to a low of \$57,700 in Casey. However, homeownership rates are higher than the national average of 63.7%, from 66.4% (Adair) to 76.1% (Casey). This indicates that home prices are affordable and homeownership is in reach for many residents along the WPR corridor. 10-year appreciation on homes in the corridor increased by 21.6% to 31% (Dexter), while current appreciation rates are 3.7-4.1%.

As a community's housing stock ages, the need for rehabilitation increases. The older the housing stock, the more difficult it is to adequately maintain. A high percent of the area's housing stock was built prior to 1939. Without proper maintenance, these structures may deteriorate. The average age of homes in Adair and Stuart is 47 years old, while the average age of homes in Casey, Menlo and Dexter is 78 years old. In particular, over 50% of housing in Menlo and Dexter were built before 1939, while 63.1% of housing in Casey was built prior to that era.

Housing vacancy ranges from 0% in Dexter to the following: 10.3% (Casey), 13.4% (Menlo), 14.4% (Adair), and 11.1% in Stuart. The percentages of renters in Menlo was only 9.8%, but was between 20.7-25.7% in all other communities.

3.7% of houses and apartments in Stuart and 5.7% of houses and apartments in Adair are currently available to rent, while 0% are available in Casey, Dexter or Menlo.

22.4% of residents in Stuart rent. Stuart is largely made up of single and two person households, accounting for 448 of 786 housing units. These smaller households indicate that there are most likely a high percentage of elderly or retired persons which could lead to many homes appearing on the market in the near future. This would allow for more affordable living for younger generations.

Transportation

Transportation is extremely important to a community's economic success. Without the easy access and convenient travel time to surrounding communities, the WPR Corridor would struggle to attract people to its communities. These communities are fortunate to have Interstate 80 running adjacent to them, providing easy travel to and from Des Moines and Omaha. Improving public transportation will only help these communities in the long run. It can improve quality of life for residents. A good transportation network is also very important to attract tourists. Tourists want to be able to travel within and around a destination with as much ease as possible. Therefore, transportation is a key component when developing a comprehensive plan.

As stated before, one of the WPR Corridor's economic strengths is that it sits right along Interstate 80. In 2016, Interstate 80 had a AADT (Average Annual Daily Traffic) of 24,300-26,500 vehicles just south of Stuart. This is obviously a reason why the south end of Stuart is one of the highest traveled portions of the city, as many individuals make a quick stop and immediately return to the interstate. White Pole Road leading into Stuart to the west and east saw as many as 1,680 vehicles per day. The average traffic count is even higher near Dexter where there were 26,400-28,300 cars per day approaching Dexter along I-80, and 2,580 at the start of WPR heading into Dexter.

Places of Employment

Currently, 31.7 percent of Stuart's residents work in the county of their residence. (Note that Stuart is intersected by the county line of

Adair and Guthrie, therefore indicating many residents working within these two counties.) 68.3 percent of residents worked outside the county, likely commuting to the Des Moines area. This number rose significantly between 1980 and 1990, and since then has stayed relatively stable.

Education

Having a strong education system within a community is seen as one of the strongest economic tools available for development. West Central Valley has been consistently larger than the other three districts and has seen a relatively stable enrollment throughout the years. This can be due to the new construction of the high school east of town. With the consistent educational attainment and the high level of enrollment in the school system, Stuart should see a higher quality of workers in the future. This will be important to maintain in order to continue to develop Stuart as an economic leader in the region.

Beautification

Another issue that was brought up multiple times was an issue of aesthetics. More specifically, one respondent stated they wished there were more beautification efforts in the town, especially along the more highly traveled roads which would include store fronts and Lawbaugh Park.

Leadership

A topic that arose in every interview was leadership in the town. It became quite obvious that there are mixed emotions about the leadership in Stuart in terms of both administration and citizen participation. Some respondents felt that the city administration had been doing a great job. "The city and business community leadership is key and right now we are lucky that Stuart has a very pro-development city council."

One respondent felt that leadership was being too short-sighted in

the fact that they are just focusing on quantity of jobs instead of being concerned about the quality of jobs. "The current leadership is short sighted and don't know much about community development. I think that planning for the way Stuart looks is lacking. Investing in the community and people that live here is lacking."

Citizen participation has seemed to be fairly good but the lack of citizen leadership is what some believe Stuart is lacking. One respondent believed there are many great ideas posed by citizens but because there is a lack of leadership and support, those ideas never come close to being implemented.

Gas Prices

When asked what they felt was the biggest threat to the future of Stuart, one respondent did not even hesitate to say "gas prices."

"Definitely gasoline is a big problem for someone staying here because I have already talked to people leaving town because of the gas prices." Because Stuart has a population that is fairly dependent on commuting to and from the Des Moines Metro, the rising gas prices are becoming a bigger and bigger threat each year.

Recreation

Although Stuart has a fairly large population for its area, respondents felt that it does not offer adequate recreational amenities to serve the needs of its citizens.

Two of the respondents were very passionate about getting some sort of bicycle trail through town. They acknowledged that there have been past efforts to get a trail as well as build up recreational opportunities in town but they have not been able to be carried out as stated by one of our respondents.

"Recreation is a big part in attracting people and businesses and it sometimes gets overlooked. As a county, there is a lake between here and Greenfield. It's tough to sell recreation. It takes a lot of money to do that."

I 6.4 S.W.O.T. Analysis

Strengths

- Interstate 80
- Strong school system
- Stable population
- Strong Agricultural economy
- Entrepreneurs
- Strong economic development groups (SEED and Midwest Partnership)

Weaknesses

- Town Aesthetics
- Aging infrastructure
- Aging population/ Brain drain
- Lack of citizen leadership
- Housing stock
- Workforce quality

Opportunities

- Tourism
- Recreation
- Availability for new industry locations
- Opportunity for more citizen participation
- Proximity to the metro

Threats

- Lack of quality jobs
- Competition between communities
- Loss of opportunities for youth
- Distance from entertainment

Adair

An interesting underlying contradiction comes with Adair's close proximity to the interstate. The interstate that keeps the city alive may also be the very same interstate that has exacerbated the city's decline. Would the city be better off without the interstate? Some suggest so, but others are wary of this thought.

Moving past this contradiction, even more questions could be raised pertaining to the city of Adair and its connection with I-80 such as 1) For those who get off the interstate at Adair, do they feel that there is a reason for them to travel further into the community?, 2) Since it only takes about 45 minutes to get to Des Moines, would community members shop within Adair even if the services were provided?, or 3) When oil prices start to rise, will Adair's community members need more local businesses to meet their needs?

Like many small rural towns in Iowa, railroads played a pivotal role in Adair's early development. But with the decline in the importance of railroads and the switch to automobile travel, once booming railroad towns such as Adair have lost part of their economic significance.

Adair has many historic buildings and its own unique history. The big yellow smiley face water tower gives you a hint of the friendly atmosphere that Adair has to offer.

The people of Adair are what keep Adair running. Unfortunately, the population of Adair is declining, as seen every ten years in the federal census and in the form of vacant buildings. Furthermore, the population of Adair is older on average than in the rest of the country. An older population means fewer young people residing and/or working in Adair, leaving the future of Adair up in the air.

The schools in the area, offered by the Adair-Casey School District, play a large role in attracting families in Adair. The schools also provide a place of work for many people. More often than not, educated young people, having attained valuable skills, have no other choice but to move elsewhere.

Population Growth

The population in the city of Adair was growing through the 1970s and 80s, but peaked in the 1990 census at 909 residents. It then declined to 781 people in the 2010 census. One characteristic that seems to be unique for Adair compared to the rest of the county is that the population within each age cohort seems to be relatively stable. There is an overall general decline for each cohort, though there is not one age cohort that is dominant in the population. The median age has been right around forty-two for the last twenty years. This suggests that there is a possibility that the younger population is either staying or coming back to the area.

Median Income

Looking at the financial capacity for residents of the city shows that the median income range has remained stable while the number of residents in the higher level incomes tends to be growing. The highest increase was those residents earning between \$35,000 and \$49,999. From 1990 to 2000, there was a sharp decline in community members below the poverty level, then between 2000 to 2010, there was a very slight increase.

However, the lack of business growth in the area suggests that these residents were going elsewhere for work. The closeness to the interstate makes it easy for residents to work out of town, but it also potentially hurts the economic productivity in the city.

The most recent census information shows that students in Adair have a high rate of graduation and many students plan on going to college after graduation. The number of students who plan on staying and working on a farm is also fairly high, but most students have aspirations of higher education. The population of adults who have gone to college and returned or moved to the area is also around fifty percent.

The number of households in Adair was on the rise, but peaked at the 1990 census. Since then the number of households has fallen steadily. The most common type of household in Adair is the two-person nuclear family, followed by the one person household. Less men are getting married than women in the town over the years, but the divorce and separation numbers are on the rise fairly consistently.

Vacant housing is an increasing issue, but could also be seen positively as that means there are places available to those wanting to move to Adair. After 1970, vacancies were on the rise but fell to a low in 1990 only to spike in 2000. 2010 census data shows that this trend still exists, though it has not seen significant growth. Adair's housing stock is fairly old and the number of new houses being built is declining. Approximately 34% of the housing stock was built in 1939 or earlier, while only twenty-seven houses have been built since 2000 (twenty-three of which were built from 2000 to 2004). This means that only four new houses were added to the stock between 2005-2010. The housing market in the United States has seen a downturn and it is not unique to Adair. When looking at the previous decades, it is fairly consistent with previous years. Only thirty homes were built during the 80s, and thirty-two during the 90s. Having only twenty-seven new homes built since 2000 is not a large drop in housing production.

The majority of the Adair population goes somewhere else for

work—some stick around the region while others make the drive to Des Moines. Only three percent of the population actually works in the Adair community.

The traffic flow beyond our gas stations and throughout the rest of the town has been falling since 2000 and can be expected to continue to fall in the future without the initiation of a plan to bring people off of the interstate and into the business district.

The community suffers from a lack of connection to the rest of the county due to the interstate creating a barrier. “It seems like Adair County has forgot us on a lot of things,” said one interviewee. The city of Adair also lacks any sort of an internet presence to connect it to those looking to learn more about the community. In regards to a website a community member mentioned, “That is the biggest, cheapest way of communication and we really need to jump on board.”

The city of Adair struggles to locate experienced grant writers to write applications to secure funding for projects.

Issues that may be more obvious and tend to hurt the community include the lack of retail variety, and social gathering places like restaurants. The people within the city must do their shopping out of the county, which takes the tax revenue elsewhere.

Many community members express great pride in Adair’s friendly atmosphere. Personalized service and familiar faces are two things that the businesses in Adair can offer due to their smaller scale.

Residents have pride in the value of the education that the Adair-Casey school system provides their children and parents often return to ensure that their children get the same upbringing they themselves received. If people are coming to Adair because of the school system, this could be a great marketing tool for the town.

Like many other small communities in Iowa, Adair is a farm town. The family farm is the backbone of the economy and will continue to be

important in the future. When asked what they wanted to do after high school, several students mentioned that they would like to farm. If this continues, there is hope for a more stabilized population in the area.

S.W.O.T. Analysis (Adair)

Strengths

- Interstate 80
- Strong school system
- Friendly community
- Successful farms
- Community involvement
- Personalized services
- Low crime rate

Weaknesses

- Limited retail
- Lack of funding
- Nearly vacant Main Street
- Crumbling roads

Opportunities

- Available buildings in business district
- I-80 connection

- Room to grow
- Growing wind turbine industry

Threats

- Declining population
- I-80 division from the county
- Des Moines growth
- Competition with larger communities
- Rising gas prices

16.5 Goals, Actions and Strategies

Help Ensure that the Needs of the Younger Generation are Met

Support the work of Midwest Partnerships to develop opportunities to meet the needs of, and to retain, the younger generation. Actions might include working with surrounding communities and entities to create more specialized post high school trade and skill development to encourage more young adults to stay in the area once they have graduated. Work with local school districts to develop more specialized educational opportunities that benefit students who plan to enter the local workforce immediately after graduating from high school.

Partner with the Stuart Area Young Professionals

The Stuart Area Young Professionals is a community group for people between the ages of 21 and 40 to get together to socialize, bring new activities to Stuart, and improve our local community. The group holds monthly meetings on the 1st Thursday of the month at 6:00pm.

Maximize the Benefits of the Proximity of Interstate 80

The communities along WPR should embrace the positives that I-80 provides and capitalize on them. Create a better connection from the exits off I-80 with the town's business districts. Many people may not realize that the towns are often less than a half mile off of the interstate. Using creative streetscaping techniques paired with attractive signage would better inform travelers of what lies ahead of them just a short distance from the interstate. Businesses could advertise along I-80 and cities could invest in signage to attract interest in more than just gas.

Support and/or Foster Downtown Collaborations

Reach out to existing downtown organizations for the communities within the WPR Corridor and encourage their collaboration to strengthen the economic vitality of all of the downtowns along the route. Facilitate cross-marketing opportunities.

Offer WPR Businesses Educational Opportunities

Facilitate extended learning opportunities to improve business practices, learn new marketing/social media techniques, etc.

Strengthen Identities Along the White Pole Road

Help WPR communities to develop their own brand and how it fits into the overall WPR brand.

Gather Research to Inform and Foster Economic Vitality

Use tools available through federal, state and local organizations to inform the public, local businesses and organizations as to the economic impact of tourism, retail, and downtown revitalization. Aid by conducting surveys to learn more about byway visitors.

Encourage Preservation and Restoration of Historic Structures

Advocate for the re-use, restoration or preservation of historic structures in the WPR Corridor, especially those projects that embrace the community's heritage.

Maximize Opportunities for WPR Communities to Interact with the WPR Board

Invite local representatives, business owners, and community stakeholders to join the WPR Board, serve on a committee, participate in educational opportunities, or provide feedback to board members.

Grant Opportunities

Humanities Iowa Grant

- Humanities Iowa grants support humanities programs for the out-of-school adult public. They are particularly interested in supporting projects that stimulate meaningful community dialogue, attract diverse audiences, are participatory and engaging, and invite discovery of the humanities in interesting and exciting ways.
- Collaborative projects involving multiple community organizations that serve a broad constituency are given preference.
- All grants have a matching requirement. The applicant organization must contribute or generate support for the project that at least equals the grant request. This support could be in the form of cash contributions or in-kind support from third parties, such as volunteer time or donated space for programs.
- A mini grant is for organizations seeking funding for amounts up to \$3,000. Applications are accepted year-round and are evaluated upon receipt. We prefer to receive mini grant applications at least four weeks before the start date of the project, but we can sometimes accommodate shorter deadlines. Applications can be submitted online; a 1:1 cash or in-kind match is required.
- A major grant is for organizations seeking funding for amounts up to \$20,000. Spring major grant applications have a deadline of May 1. Projects should begin after July 1. Fall major grant applications have a deadline of October 15th. Projects should begin after December 1.
- A key component of a Humanities Iowa grant is the active par-

ticipation of humanities scholars who encourage dialogue, critical thinking and analysis in a public setting. A humanities scholar has particular training or experience qualifying him or her as a professional in one or more of the disciplines of the humanities. One qualification is an advanced degree (M.A. or Ph.D.) in a humanities field of study. However, individuals without an advanced degree may qualify as humanities scholars because of their methods of research, inquiry and teaching. Humanities Iowa recognizes that scholarship and learning occur outside of traditional academic pursuits. Humanities Iowa also values and respects training and preparation found in diverse cultural traditions.

- Projects that involve scholars in a public capacity include activities such as lectures, readings and discussion, films and discussion, public conferences and symposia, exhibitions, or theater or concert program notes and discussions. A Humanities Iowa grant also may be used to retain the services of a humanities scholar for a short period of time to improve the quality of an organization's humanities offerings. Consultation projects include humanists-in-residence working with communities, teachers and students. They also include developing exhibitions, creating educational programs and interpreting collections. Humanities scholars should be included in the planning of the proposal as well as the execution of funded projects.
- Have funded interpretive signage for other Iowa byways.

Iowa Tourism Grant

- The Iowa Tourism Grant (ITG) Program promotes tourism in Iowa by funding tourism-related marketing initiatives, meetings and events that benefit both local economies and the state's economy. Applications are available annually, and preference will be given to those that support the overall marketing plan of the Iowa Economic Development Authority (IEDA) in terms of its target audiences and messaging.

- Applicants may submit one application per funding cycle. The same project cannot receive funding from the ITG program two years in a row.
- ITG awards range from \$2,500 to \$5,000 and require a 25 percent cash match. There is \$150,000 available for the FY2021 grant cycle.
- All project expenses (grant request plus cash match) must directly relate to the implementation of a tourism-related marketing initiative, meeting or event and be incurred within the calendar year.
- Deadline is in October.

Enhance Iowa Grants (Community Attraction and Tourism - CAT)

- The Enhance Iowa program is comprised of four funds: Enhance Iowa, Community Attraction and Tourism (CAT), River Enhancement Community Attraction and Tourism (RECAT) and Sports Tourism. At this time, only CAT has funding.
- The CAT program assists projects that will provide recreational, cultural, entertainment, and educational attractions. The project must be available to the general public for public use and be primarily vertical infrastructure.
- An eligible applicant to the program is a city, county, non-profit organization, or a school district in partnership with a city. At least 65% of the funds must be raised prior to submitting an application.
- The CAT application calls for a broad base of funding sources, which has been interpreted as requiring cash contributions from the city, county, and private sources. Up to 25% of the local match can be made up of donated labor and materials (in-kind contributions).

Iowa Great Places

- If you live in a unique community with a strong vision for innovation, and enhancing vitality and quality of life while staying true to what makes your community unique, the Iowa Great Places Program can recognize your efforts and help bring those visions to reality. The program provides designation and supports the development of new and existing infrastructure intended to cultivate the unique and authentic cultural qualities of neighborhoods, communities and regions in Iowa.
- Designation, professional development and fall funding eligibility with an average award of \$227,355 with a required 1:1 match

Empowering Adair County Foundation (EACF)

- The Empowering Adair County Foundation (EACF) was formed in 2005 to coordinate and provide philanthropic support for community betterment projects in Adair County.
- The Foundation is governed by nine committee members representing all areas of the county. The committee members are community minded individuals who have assessed community needs, can implement asset development, evaluate grant applications, encourage partnerships and initiate activities to enhance the county.
- EACF is committed to improving the quality of life throughout Adair County by investing in area nonprofits through our grant programs and by providing individuals, families and area businesses who love our communities with a way to give back.
- Grants are available to 501(c)3 organizations and government entities serving Adair County. Grant selections are made in an effort to create a better quality of life for people in Adair County. The local governing committee reviews the applications from charitable organizations serving their community.
- Deadline for applications is October.

- For questions on the program, please contact Angie Engles: empoweringadaircounty@gmail.com or call the Adair County Extension Office at 641-743-8412.

Dallas County Foundation

- The Dallas County Foundation of Iowa is a charitable foundation made possible by local citizens dedicated to improving the quality of life for those in our communities.
- As a responsive and proactive partner, our foundation seeks to address existing and emerging issues in Dallas County. We accept grant applications annually from charitable projects and programs in the community that address a wide range of needs: Health, Human Services, Arts & Culture, Historic Preservation, and Environment.
- The Dallas County Foundation grants to non-profit organizations with an IRS 501(c)3, 5 or 6 status OR is a 170(b) unit of government. Religious or political organizations are not eligible for grants unless their project benefits the entire community.
- Groups that do not have one of the IRS non-profit statuses listed above may affiliate (or partner) with another group that does have one of these tax statuses.
- Grant applications are due February 1st.

Guthrie County Community Foundation

- The mission of the Guthrie County Community Foundation is to foster giving, strengthen service providers, and improve the local conditions and quality of life. To these ends, the Guthrie County Community Foundation promotes philanthropy, endowment building, community-building, capacity-building, grant making, organizational collaborations, and public leadership for the benefit of Guthrie County.
- The Guthrie County Community Foundation is committed to im-

proving the quality of life throughout Guthrie County by investing in area nonprofits through our grant programs and by providing individuals, families and area businesses who love our communities with a way to give back.

- Grants are available to 501(c)3 organizations and government entities serving Guthrie County. Grant selections are made in an effort to create a better quality of life for people in Guthrie County. The local governing committee reviews the applications from charitable organizations serving their community.
- Grant application due: March 7, 2022

Historical Resource Development Program (Iowa Dept. of Cultural Affairs)

- Apply for grant funding to help preserve, conserve, interpret, enhance, and educate the public about Iowa's historical assets. The Historical Resource Development Program provides funding for documentary collections, historic preservation and museums.
- Up to \$50,000 with a required match. Match ratios vary.
- Application closed June 1, 2020 for projects taking place July 1, 2020 - November 30, 2022
- Eligible in 2022
- Historic Preservation Projects:
 - Acquire, develop or preserve real property listed on the National Register of Historic Places
 - Purchase equipment to rehabilitate a property listed on the National Register of Historic Places
 - Survey historic and prehistoric sites
 - Nominate properties to the National Register of Historic

Places

- Interpret historic properties and sites
- Educate the public; train staff; or hire consultants who are experts on historic preservation

Union Pacific Foundation Local Grants

- Not eligible as we are not a community served by Union Pacific

SECTION 17: PROPOSED PROJECTS

CREATE THE FUTURE
HONOR THE PAST



Section 17 – List of All Proposed WPR Projects

A piece of planned work or activity that is completed over a period of time and intended to achieve a particular goal.

Estimated Cost

\$ = Up to \$500

\$\$ = \$500-1,000

\$\$\$ = \$1,000-\$10,000

\$\$\$\$ = Over \$10,000

Priority Rating:

1 = Very Important

2 = Important

3 = Somewhat Important

4 = Unimportant

5 = Very Unimportant

#	Category	Proposed Project	Estimated Cost	Priority
1	Cultural Resources	Help increase the amount of public art along WPR, and promote the public art already in the Corridor.	\$\$\$\$	2.75
2	Cultural Resources	Promote the unique opportunities for visitors to experience “local” culture, including but not limited to, locally-grown food and locally-made products.	Free-\$	2
3	Cultural Resources	Develop a mural wall along the bank building in Stuart (Bonnie & Clyde; Stuart history).	\$\$	2.5
4	Economic Development	Engage with local young people to encourage involvement and foster young entrepreneurs.	Free	1.75
5	Historical	Work with the various partners and owners of historic resources to develop and implement a WPR Historic Preservation & Restoration Plan to catalog existing assets and their conditions, and help gain national recognition and funding for restoration projects.	Free	1.25
6	Historical	Collect a master list of funding opportunities (i.e. grants) for historic preservation, restoration, enhancement, and interpretation.	Free	1.75
7	Historical	Where possible, update historic sites with modern bathroom facilities, drinking water, universal access, and other amenities for visitors.	\$\$\$-\$\$\$\$	3
8	Historical	Work with local groups to develop and implement interpretive programs (walking tours, self-guided tours, etc.) for the stage coach route, Underground Railroad, pioneer cemeteries, historic churches, and other significant sites or stories.	Free-\$	2
9	Interpretive	Create WPR Welcome Hubs in Adair and Dexter.	\$20,000	1.25

#	Category	Proposed Project	Estimated Cost	Priority
10	Interpretive	Interpretive Panels/Wayside Exhibits: <ul style="list-style-type: none"> • Stuart/Rock Island Railroad Depot • All Saints Center (Outside) • Dalmanutha - Underground Railroad • Wagon Wheel Ruts 	\$1,000-\$2,000	2
11	Marketing	Develop a brand for the entire WPR, which may include marketing materials, a strategic plan, a tagline, etc.	Free-\$	1.5
12	Marketing	Work with businesses along WPR to develop tie-ins with the themes/stories of the byway.	Free-\$	2.25
13	Marketing	Expand on printed promotional materials, including a rack card or visitor's brochure, a restaurant placemat, and subject or theme-related brochures. (Foodie passport?)	\$200-300/each	2.25
14	Marketing	Promote/advertise visitor services for Interstate travelers (gas, restrooms, food, etc).	Free-\$	3.25
15	Marketing	Develop and promote year-round experiences to byway visitors in order to spread tourism out and increase economic benefits across all seasons (especially the holidays).	Free-\$	2.25
16	Marketing	Host/conduct familiarization tours for writers/bloggers or sponsor visits for them in return for content.	\$100-600	2.25
17	Marketing	Expand audio tour into a GPS-enabled audio-visual tour.	Thousands	2.75
18	Marketing	Have video content professionally produced and share on our own YouTube channel.	\$500-1,000	2.5
19	Marketing	Create Selfie Sites in each of the five towns along WPR and encourage visitors to "Share Your Roadtrip."	Free-\$	2
20	Marketing	Bolster WPR social media presence (start Instagram account?)	Free	1.75
21	Marketing	Create WPR-branded merchandise to fund byway-related projects.	n/a	2.25
22	Marketing	Attending travel-related conferences, tradeshow, and events to heighten awareness of the WPR Scenic Byway.	\$200+	2.25
23	Natural	Partner with local nature groups to increase use of natural areas by developing and implementing self-guided tours, kiosks, publications, youth materials, maps, bus tours, etc. and online promotion.	Free-\$\$	2
24	Natural	Work with stakeholders to improve safety in parking areas, public restrooms, picnic areas, trails, overlooks, and other high use natural areas access points.	Free-\$\$	3

#	Category	Proposed Project	Estimated Cost	Priority
25	Natural	Work with stakeholders to develop and install wayshowing signs, materials, maps, or kiosks to improve navigation to and around natural areas.	\$\$-\$\$\$	2.25
26	Natural	Promote events, fundraising, and awareness efforts that benefit natural areas in the WPR Corridor.	Free-\$	1.75
27	Recreational	Develop activity-based guides about recreational opportunities along WPR, such as Camping/RVing along the byway.	\$	2.5
28	Scenic	Work to establish relationships with, and educate, sign owners to resolve issues of too many signs or signs in need of updating.	Free	2.5
29	Scenic	Provide technical assistance to city administrators, county engineers, and roadside managers to help them secure funding to maintain or improve vegetation along the route.	Free	2.75
30	Visitor Services	Develop a welcome center or welcome hubs to greet travelers and provide them with in-depth information about the byway.	\$\$\$-\$\$\$\$	1.5
31	Visitor Services	Work with the Casey Welcome Center on improving accessibility and communications (hours, etc). (And incorporate city halls in each town)	Free	2

Consider establishing a Heart & Soul project in WPR communities:

Community Heart & Soul is a resident-driven process that engages the entire population of a town in identifying what they love most about their community, what future they want for it, and how to achieve it. Developed and field-tested over a decade in partnership with over 100 small cities and towns across America, Community Heart & Soul is a proven process for engaging a community in shaping its future.

Heart & Soul communities experience a range of social and economic benefits:

- Pride and confidence grow in the town
- Civility and respect increase
- Residents feel more connected to one another
- Volunteerism increases
- New young leaders emerge
- More residents run for local office
- Economic conditions improve
- Investment in the town increases
- New local businesses open
- Town officials gain a deeper understanding of what matters to residents
- Towns are better prepared to respond to emergency situations
- Seed grant available