

WHITE POLE ROAD SCENIC BYWAY

Interpretive Master Plan



Prepared by Teddi Yaeger
for White Pole Road Scenic Byway

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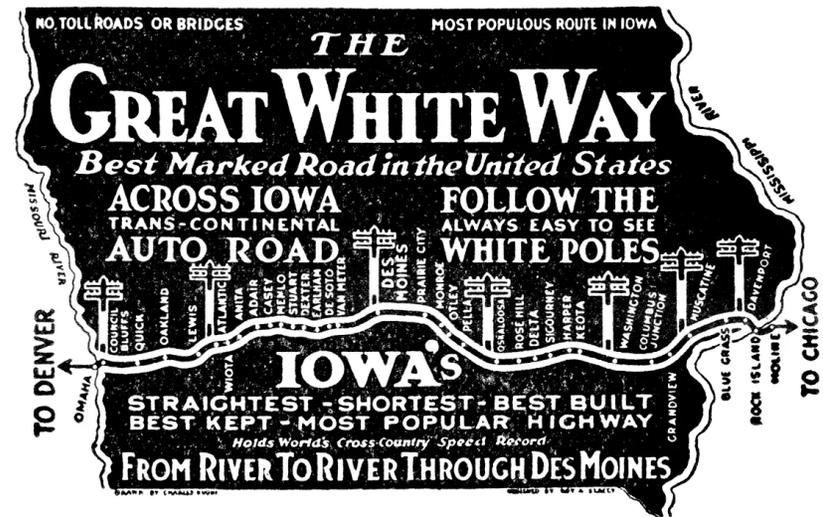
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Prepared for: The White Pole Road Scenic Byway Board as well as the stakeholders, residents, and visitors that frequent the communities and roadways within the Byway Corridor.

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 Interpretive Master Plan.

We appreciate the guidance from the Iowa DOT and other Iowa byways in the development of this Interpretive Master Plan. We also wish to acknowledge the many volunteers who have assisted in the development of 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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- Tom Smull, White Pole Road Scenic Byway Executive Director
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- 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 Interpretive Master 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)

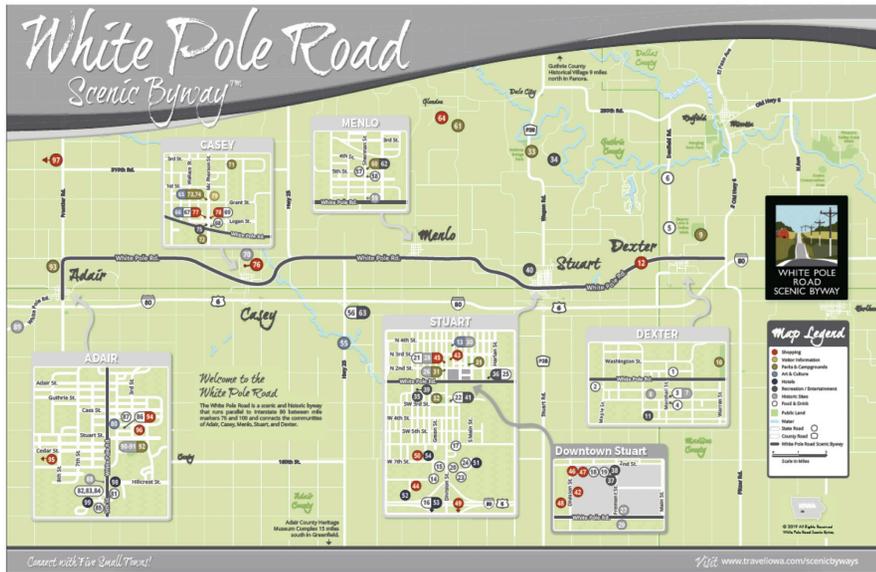
This Interpretive Master Plan was prepared by Teddi Yaeger under contract with the White Pole Road Development Corporation.

Introduction

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 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 500 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 Fords 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.

White Pole Road Scenic Byway Map



Establishing the Byway

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, archeological 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 Plan, managing the byway, recruiting stakeholders, and funding tourism and promotional plans (including applying for grants to help cover the costs).

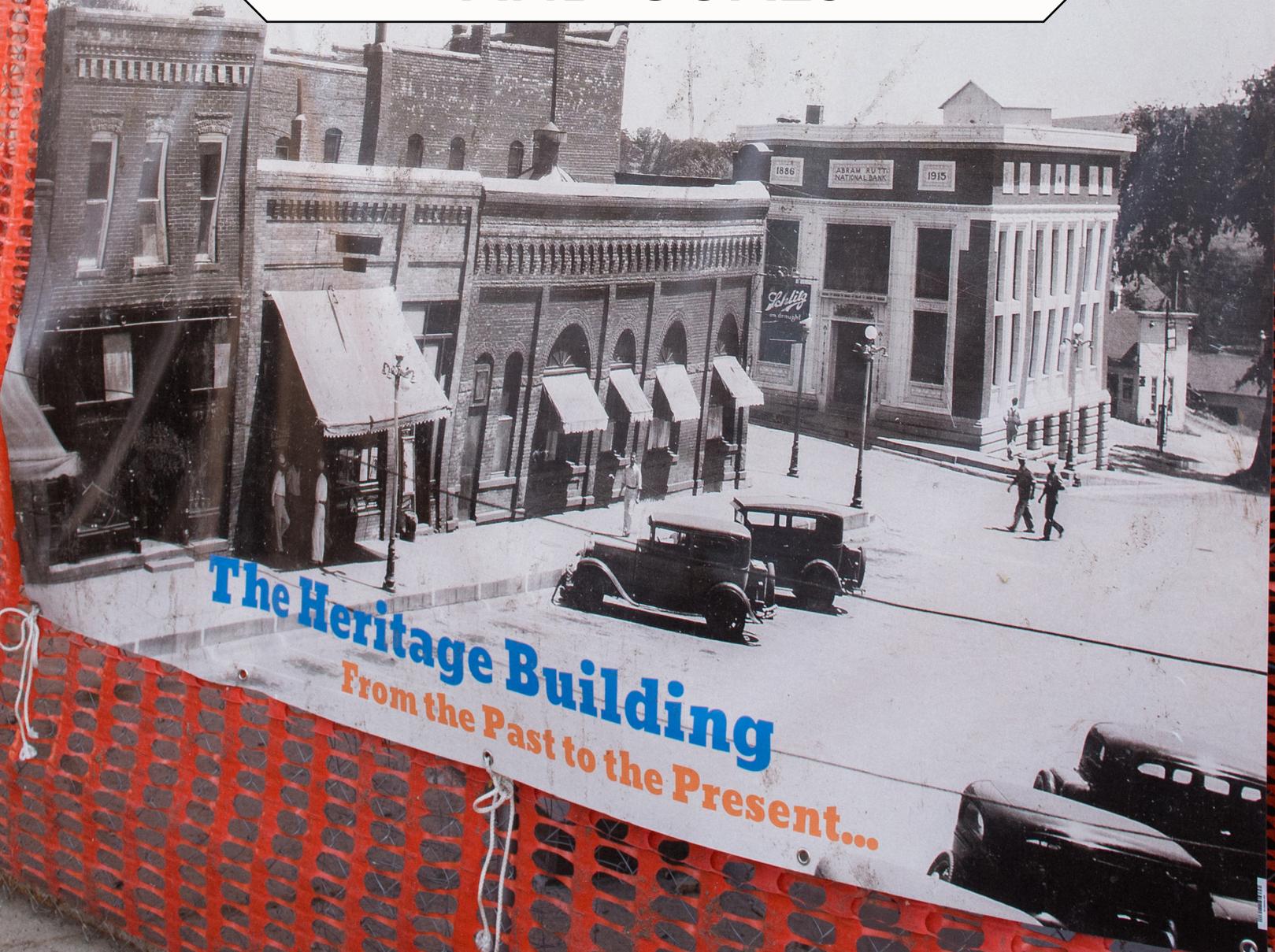
White Pole Road Scenic Byway Designation

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 reworked or further developed to meet the criteria of the state byways program. Upgrades included new branding and logo, new maps, new 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 much of these investments.

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 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 and as need requires in between.

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

SECTION 2: VISION, MISSION, AND GOALS



VISION, MISSION AND GOALS

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 with its residents.

Our Vision

“The vision of the White Pole Road Scenic Byway Board is to attract more visitors and enhance their experience along the 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 add to the economic vitality of the WPR.”

The stakeholders and public were asked to envision the future of the WPR Scenic Byway and what they would like to see developed. The vision that emerged included:

- A welcome center to greet travelers and provide them with in-depth information about the byway
- More promotion beyond the immediate area
- 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

Goals & Objectives

Goal 1: Develop a sustainable byway organization.

- Partner with local, state and federal public and private partners to increase technical and financial support for the 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.
- Develop and 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 the 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 the 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 view sheds, natural character and scenic value, while still principally providing for traveler's safety and wayfinding.
- Provide information to local public and private entities and policy makers about advertising and billboard restrictions, and 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 the 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 byway 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, 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 wayfinding through driving directions, maps, and signage.
- Keep wayfinding tools up-to-date to ensure that travelers have access to the most current travel information at a variety of locations.
- Provide wayfinding 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, and selection and wayfinding 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 way finding 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, snowmobiles 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. Adair County Conservation Board- re-work road for 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 the WPR at the local, state and national level.
- Develop a cohesive “brand identity” for the WPR through the use of design standards (for all Iowa byways and our individual byway) 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.
- 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. 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 to keep them engaged throughout all seasons.

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

- Develop and implement Interpretive Plans for main attractions along the byway.



**SECTION 3:
WHITE POLE ROAD
BYWAY TRAVELERS**

WHITE POLE ROAD SCENIC BYWAY TRAVELERS

Economic Impact of Byways

[From a 2020 summary by the National Travel Center]

Cultural and heritage travelers stay longer, spend more and visit more locations.

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. The Knowledge Seekers defined as “visiting a historical site and visiting interpretive sites” spent 35% more than Passive Viewers - 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, vs. \$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 – include 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 of course 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.

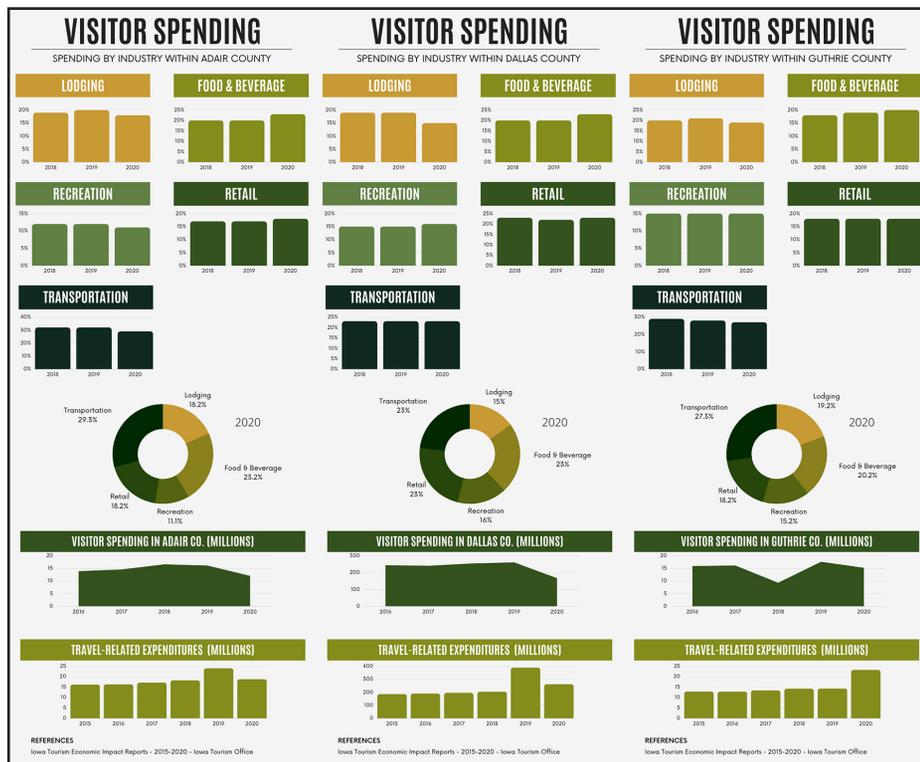
Travelers appreciate this. They are stressed out and want to travel, but don’t have time to research exactly what they want to do, nor do they have the knowledge to determine the quality of what they discover. Assembling all the locations into a cohesive trip is an art and a skill, and one that most 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.

Byway Travelers

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.



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

Nearly 70% of respondents said that during or after their trip they recommended the drive to friends or family, further supporting word-of-mouth as the most effective form of marketing for byways. About half posted photos of their trip on social media during or after the trip. Over 40% claimed to have purchased souvenirs or keepsakes to commemorate the trip, while less than 15% said they had written a review on a travel website.

WPR Facebook Audience

- 1,547 Followers (as of June 2022)
- 76% women, 23% men
- 20% are between 35-44 years, 16% are between 45-54 years, 14% are between 55-64 years, 13% are between 25-34 years, 11% are over 65 years, and only 2% are under 24 years.
- The highest number of FB fans are from Stuart, followed by Des Moines, Adair, Dexter, Casey, Menlo, Greenfield, and Panora (in that order.)
- 1,255 Page Likes
- One post showing the architect’s rendering of the proposed Ho-

tel Stuart café reached over 6,300 people.

WPR on Travel Iowa Audience

- Statistics from January 1, 2020 – December 31, 2020
- 1,807 users (1,309 new) and 2,049 sessions
- Pages per session: 8.5 on average
- Average session duration: 8:12 minutes
- Average time on page: 1:05 minutes
- Gender: 52% are female (the majority, 33%, are between 25-34 years old); 48% are male (the majority, 37%, are between 45-54 years old).
- Age: The majority are between the ages of 45-54 years (32%). The others are between 35-44 years (27%), 25-34 years (25%) and 18-24 years (16%).
- State of Origin (Top ten in order): Iowa, Nebraska, Illinois, Minnesota, Wisconsin, Colorado, Missouri, California, Texas, and Tennessee.

Targeted Markets & Audiences

Target marketing is the selection of a group of people to direct marketing efforts towards. Research and information gathering helps select that group of individuals, and answer the following questions – what type of visitors should we target, what are their characteristics, and how do we best target them through our marketing efforts? Knowing that our primary target market is Scenic Byway visitors, our secondary target audiences seek information and experiences related to a more specific area of interest, such as historical, cultural, or recreational.



Drivers (Automobile/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:

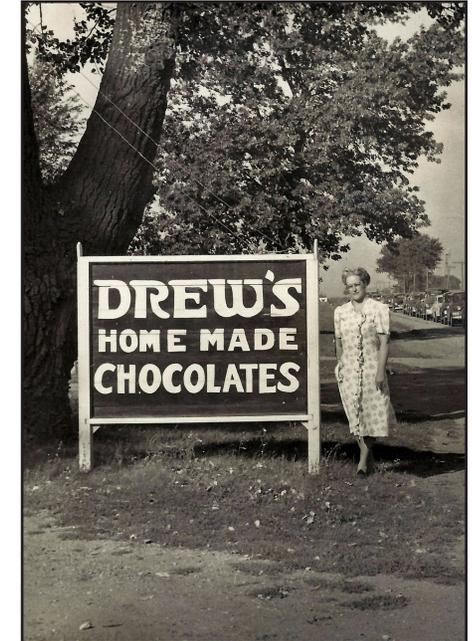
Men between the ages of 35-54 years who own at least one classic car (or motorcycle) and/or belongs to a car club, loves to travel especially take road trips, likes Americana/American history.

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.” (ontarioculinary.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.

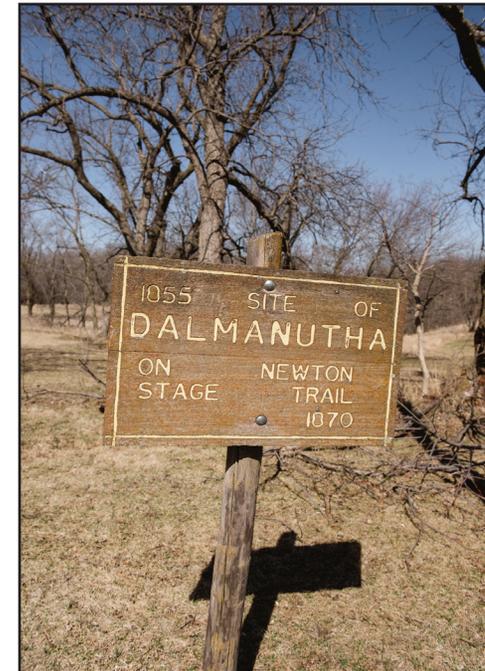
Our Key Assets:

- 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 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

Low-Cost/No-Cost Ways to Market the Byway

- Drive the byway to seek out the best views. Take new images and even some selfies at each great attraction and viewpoint. Check your signage and make sure each one is visible and in good shape. Round up a volunteer crew to clean up any trash.
- Find out what your potential visitors are thinking and where they look for information (Google Trends, SparkToro). If you have existing customers, get answers to as many as ten survey questions with the basic free version of Survey Monkey.
- The hub of all byway marketing is usually a website. WordPress is the most common platform. GoogleAnalytics and Mautic, a program that tracks the path of visitors through websites, are free. Consider adding a blog to your website to increase the reach of your story.
- Use MadMimi or Mailchimp to send out mass-emails for little to no cost. Hubspot, a completely integrated customer relationship management system, also has a free version.
- All social media platforms are free - Facebook, Twitter, Instagram, Pinterest, and YouTube. LinkedIn is no longer a job board - daily feeds are filled with DMOs sharing images and videos of their locations. All platforms have analytics, which can be used to create a demographic picture of followers and visitors. Extend your reach with Facebook Events and other customer interaction. A free version of Hootsuite lets you pre-schedule posts to three social media platforms. And don't forget hashtags – one of the most effective free ways to get social media attention where your visitors are looking.

- Put the search words “scenic byways” into Reddit and join a forum discussing byways in real time. There are also scores of other categories related to road travel, scenic drives, each state in the US, and more. Tumblr is a blog extender on which to place your blogs to make them available to millions of people at once. Medium is another blog placement platform. Wikipedia, the massive worldwide online encyclopedia should have a page for every byway.
- Use Canva.com to prepare great graphics and presentations. There is only a charge if you order a product.
- Register your byway on Google My Business and sign up for Google Alerts when your byway is mentioned on social media.
- Communicate with Google Maps to get your byway listed on their maps.
- If you need to share large documents, there’s a free version of Dropbox.

SECTION 4: Interpretive Resources



SITE OF THE FIRST TRAIN ROBBERY
IN THE WEST, COMMITTED BY
THE NOTORIOUS JESSE JAMES
AND HIS GANG OF OUTLAWS
JULY 21, 1873

INTERPRETIVE RESOURCES

This inventory of interpretive byway resources describes the diversity of attractions along the White Pole Road Scenic Byway corridor. It serves as the foundation for the development of themes and messages that link tangible resources to their intangible meanings.

Through planning sessions, the WPR Board answered the following:

What are the important attractions along the byway that visitors should experience

What compelling stories and messages can visitors experience that make your byway unique

Those results were used along with supplemental information from publications and documents to identify the intrinsic qualities that define and describe the byway. This plan lists each core interpretive resource in these categories:

Archaeological and Historical

Resources with artifacts or other tangible evidence of prehistoric or historic people and events.

Cultural

Resources that provide insight into the White Pole Road culture and sense of place.

Natural and Scenic

Resources related to geology, nature, or overlooks with scenic views.

Recreational

Resources for camping, hiking, fishing, or paddling.

Five White Pole Road Communities (from West to East): Adair, Casey, Menlo, Stuart, and Dexter



4.1 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 is on Summit.



Adair City Park (Historical & Recreational)

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.

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.

Intrinsic Quality	Historical and Recreational
Byway Story	The Adventure / Outlaws
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	City of Adair
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	Jesse James Train Robbery marker at the park



Adair's Avenue of Flags (Cultural)

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. 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. A plaque has been installed on the front of the Adair City Hall in memory of those heroes of 9/11.

Intrinsic Quality	Cultural
Byway Story	Freedom (Fighters)
Unique feature or part of a group	Military/Patriotic
Condition	Very good
Potential Threats	
Ownership/Management	Riada Development Corp.
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	Yes
Current Interpretation	Plaque on Adair City Hall honors heroes of 9/11



Adair Viaduct (Historical)

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.

Intrinsic Quality	Historical
Byway Story	The Road
Unique feature or part of a group	
Condition	Very good
Potential Threats	
Ownership/Management	State of Iowa
Recognition	National Register of Historic Places
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	None

Adair's Annual Chuckwagon Days (Cultural)

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.

Intrinsic Quality	Cultural
Byway Story	Part of Adair's history
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	Adair Chamber of Commerce
Recognition	
Visible from Road?	N/A
Direct Contact Allowed?	Yes
ADA Accessibility	Yes
Current Interpretation	

Intrinsic Quality	Historical
Byway Story	Freedom Seekers/Fighters
Unique feature or part of a group	Part of Migration/Early Settlement Story, Newton Stagecoach Trail, and Underground Railroad
Condition	
Potential Threats	Maintenance/Deterioration/Vandalism
Ownership/Management	Guthrie County
Recognition	
Visible from Road?	Yes (spur from WPR)
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	None

Bear Grove/Bear Grove Cemetery (Historical)

The old town site of Bear Grove is located along the old Newton Stagecoach Route. 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.

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.



Correll Wildlife Area (Natural & Recreational)

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. Level B road access only.

Intrinsic Quality	Natural & Recreational
Byway Story	The Adventure
Unique feature or part of a group	
Condition	
Potential Threats	Level B road access only (not easily accessible)
Ownership/Management	Adair County Conservation Board
Recognition	
Visible from Road?	Not WPR
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	



Jesse James Historical Marker (Cultural & Historical)

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.

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.

Intrinsic Quality	Cultural & Historical
Byway Story	Outlaws
Unique feature or part of a group	Group
Condition	Very good
Potential Threats	
Ownership/Management	Adair County Parks & Recreation
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	Yes
Current Interpretation	Plaque

Schafer Century Barn and Barn on the Hill (Cultural)

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.

Intrinsic Quality	Cultural
Byway Story	
Unique feature or part of a group	Unique
Condition	Very good

Potential Threats	
Ownership/Management	Private ownership
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes, by appointment or event
ADA Accessibility	
Current Interpretation	



Smiling Water Tower (Cultural)

Completed in January 1979, the Adair water tower holds 250,000 gallons (or 1,000 tons) of water. The main topic at the June 11, 1979, Adair City Council meeting was the discussion of the new water tower. What color should it be painted? What should the design be? According to Councilman Les Beer, 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.

Intrinsic Quality	Cultural
Byway Story	The Road
Unique feature or part of a group	Unique, but part of greeting travelers
Condition	Very good
Potential Threats	
Ownership/Management	City of Adair
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	No
ADA Accessibility	Yes
Current Interpretation	



4.2 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. Re-

portedly, 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.

Abram Rutt Park, aka Casey City Park (Cultural & Recreational)

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.

Intrinsic Quality	Cultural & Recreational
Byway Story	The Adventure
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	City of Casey
Recognition	

Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	None



Casey Visitor Center & Museum (Cultural & Historical)

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.

Intrinsic Quality	Cultural & Recreational
Byway Story	All
Unique feature or part of a group	History of Casey; railroad history; Irish immigration
Condition	
Potential Threats	

Ownership/Management	Casey Historical Society
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes (but limited hours)
ADA Accessibility	
Current Interpretation	Nothing outside



Dalmanutha & Dalmanutha Cemetery (Historical)

All that is left of the ghost town of Dalmanutha and the Dalmanutha Cemetery are 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.

Intrinsic Quality	Historical
Byway Story	Freedom Seekers/Fighters
Unique feature or part of a group	Part of Migration/Early Settlement Story, Newton Stagecoach Trail, and Underground Railroad
Condition	Very Good (Cemetery)
Potential Threats	
Ownership/Management	Guthrie County
Recognition	
Visible from Road?	Yes (spur from WPR)
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	“Dalmanutha, Post Office, 1863” and “1855 Site of Dalmanutha on Newton Stage Trail, 1870” signage

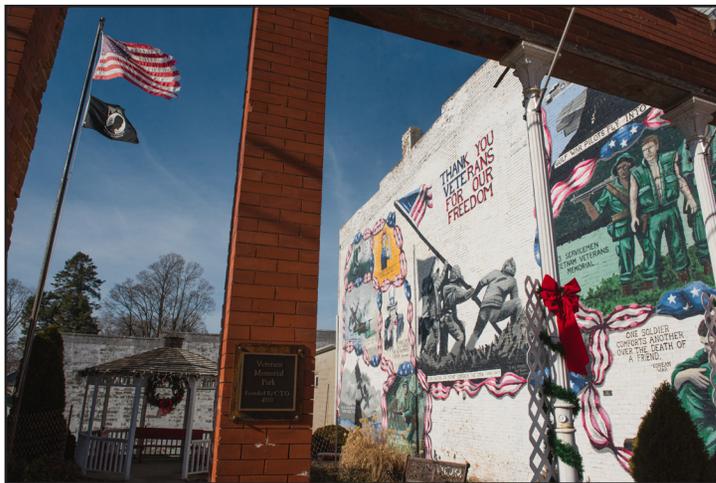
General Francis Herron Memorial Bridge (Historical)

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 east 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.

Intrinsic Quality	Historical
Byway Story	Freedom (Fighters)
Unique feature or part of a group	Military; Civil War Memorial
Condition	Fair/Poor
Potential Threats	Deterioration
Ownership/Management	Federal highway - Grand Army of the Republic Highway U.S. 6; Guthrie County
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	No
ADA Accessibility	
Current Interpretation	None



Ivers Building Mural at Veterans Memorial Park (Cultural)

The Freedom Rock is not the only work by Ray “Bubba” Sorenson along White Pole Road. 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.

Intrinsic Quality	Cultural
Byway Story	Freedom (Fighters)
Unique feature or part of a group	Military/Patriotic
Condition	Good
Potential Threats	
Ownership/Management	Private (Ivers building owner)
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	Yes
Current Interpretation	Plaque



Wagon Trail Ruts (Historical)

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.

Intrinsic Quality	Historical
Byway Story	Freedom: Migration / Early Settlement
Unique feature or part of a group	Migration / Early Settlement
Condition	
Potential Threats	Landscape maintenance critical
Ownership/Management	Private land
Recognition	
Visible from Road?	Yes, off a spur
Direct Contact Allowed?	Yes (but unmarked)
ADA Accessibility	
Current Interpretation	



4.3 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."

5x80 Golf and Country Club (Recreational)

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.)

Intrinsic Quality	Recreational
Byway Story	The Adventure
Unique feature or part of a group	
Condition	Very Good
Potential Threats	
Ownership/Management	5x80 Golf & Country Club Board of Directors
Recognition	
Visible from Road?	
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	



Freedom Rock (Cultural)

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.

Intrinsic Quality	Cultural
Byway Story	Freedom (Fighters)
Unique feature or part of a group	Military/Patriotic
Condition	Very Good
Potential Threats	
Ownership/Management	(Art by Ray “Bubba” Sorensen) On private property
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	

Kalbach Station & Friendly Gas Station Man (Cultural & Historical)

Harry Kalbach opened this service station on the corner of the newly

named U.S. Highway 6 and Menlo’s Main Street. He commissioned the Nebraska Neon Sign Company in Lincoln to build the 12-foot-high double-sided sheet metal figure who waves to passersby. 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.

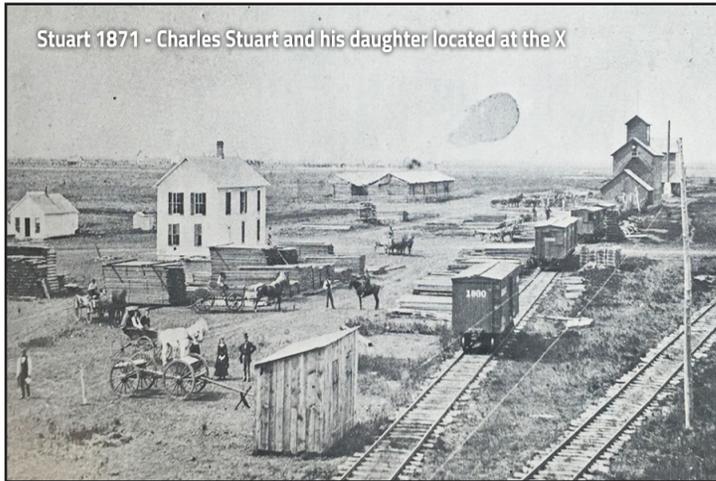
Intrinsic Quality	Cultural & Historical
Byway Story	The Road
Unique feature or part of a group	Transportation History
Condition	Good
Potential Threats	
Ownership/Management	Private ownership
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	Yes
Current Interpretation	None

Menlo City Park (Recreational)

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.

Intrinsic Quality	Recreational
Byway Story	The Adventure
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	City of Menlo
Recognition	

Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	



Stuart 1871 - Charles Stuart and his daughter located at the X

4.4 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 White Pole Road is contained within Lincoln Township in Stuart, we focus mostly on Lincoln Township.



Bonnie & Clyde Bank Robbery Site (former First National Bank) - (Cultural & Historical)

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.

ADA Accessibility	Outside
Current Interpretation	

Bonnie & Clyde Run/Walk (Cultural & Recreational)

Occurring in mid-April, this five-mile run/walk from Stuart to Dexter along White Pole Road, marks the famous crime duo’s history in the area.

Intrinsic Quality	Cultural & Recreational
Byway Story	Outlaws
Unique feature or part of a group	Part of Bonnie & Clyde story
Condition	
Potential Threats	
Ownership/Management	Sponsored by the Stuart Revitalization Group and others
Recognition	
Visible from Road?	N/A
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	

Intrinsic Quality	Cultural & Historical
Byway Story	Outlaws
Unique feature or part of a group	One of a couple of Bonnie & Clyde sites
Condition	
Potential Threats	
Ownership/Management	New Ownership - Bonnie & Clyde Hideout Historic Bank Robbery Airbnb
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	To guests



Hotel Stuart (Historical)

The Hotel Stuart, aka the Sexton Hotel, also known as 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.

Byway Story	The Road
Unique feature or part of a group	Unique (Part of train history?)
Condition	Very Good?
Potential Threats	Private ownership; vacancy?
Ownership/Management	Matt & Mindy Aust
Recognition	National Register of Historic Places
Visible from Road?	Yes
Direct Contact Allowed?	Only by appointment/special event rental?
ADA Accessibility	
Current Interpretation	None outside

Lawbaugh City Park (Recreational)

Lawbaugh City Park in Stuart has two shelters - a gazebo and a shelter house - as well as a playground and restrooms.

Intrinsic Quality	Recreational
Byway Story	The Adventure
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	City of Stuart
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	

Masonic Temple Building (Historical)

The Masonic Temple building is on the main street of Stuart, one block north of White Pole Road. 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

Intrinsic Quality	Historical
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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.

Intrinsic Quality	Historical
Byway Story	
Unique feature or part of a group	Unique
Condition	
Potential Threats	Private ownership - vacancy? Deterioration?
Ownership/Management	David Woods
Recognition	National Register of Historic Places
Visible from Road?	Yes
Direct Contact Allowed?	Private only (apartments?)
ADA Accessibility	
Current Interpretation	None

Mormon Trail / Newton Stagecoach Route 1853 (Historical)

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 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.

Intrinsic Quality	Historical
Byway Story	Land/Freedom Seekers
Unique feature or part of a group	Part of Migration/Early Settlement Story
Condition	
Potential Threats	
Ownership/Management	Guthrie County Historical Village Foundation
Recognition	
Visible from Road?	
Direct Contact Allowed?	
ADA Accessibility	
Current Interpretation	Some signage along the route (Boy Scouts); a printable map is available on www.discoverguthriecounty.org

Nations Bridge Park (Recreational)

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.

Intrinsic Quality	Recreational
Byway Story	The Adventure

Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	Guthrie County
Recognition	
Visible from Road?	
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	



The Quaker Divide (Historical)

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.

Intrinsic Quality	Historical
Byway Story	Freedom Seekers & Fighters
Unique feature or part of a group	Part of Migration/Early Settlement Story, the Quaker Divide, and the Underground Railroad
Condition	
Potential Threats	
Ownership/Management	City of Stuart
Recognition	
Visible from Road?	Yes (spur from WPR)
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	

Raccoon Ridge Music Hall and 3-D Archery Course (Stuart)

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.

Intrinsic Quality	Recreational
Byway Story	The Adventure
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	Private ownership
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes

ADA Accessibility	
Current Interpretation	



Rock Island Railroad Depot / The Stuart Depot (Cultural & Historical)

The Rock Island Railroad 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. This brick depot was built in 1879 to replace a small wooden structure.

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.

Intrinsic Quality	Cultural & Historical
Byway Story	The Road
Unique feature or part of a group	Part of Transportation History of the WPR
Condition	Good/Very Good
Potential Threats	Landscaping (or lack thereof) could affect quality of site; limited access to public
Ownership/Management	City of Stuart
Recognition	National Register of Historic Places
Visible from Road?	Yes
Direct Contact Allowed?	Only by appointment/special event rental
ADA Accessibility	
Current Interpretation	Wooden sign on restoration project



Saints Center for Culture and the Arts (Cultural & Historical)

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. 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 also features four unique gathering spaces for events.

Intrinsic Quality	Cultural & Historical
Byway Story	Freedom; Early Settlement & Religion
Unique feature or part of a group	Unique
Condition	Very Good
Potential Threats	
Ownership/Management	City of Stuart
Recognition	National Register of Historic Places
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	The indoor Learning Museum has a self-guided video tour on interactive kiosks. There is nothing outdoors currently.

Scoop the Loop (Stuart) - (Cultural)

“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.

Intrinsic Quality	Cultural
Byway Story	The Road
Unique feature or part of a group	Transportation-related (vintage cars)
Condition	
Potential Threats	
Ownership/Management	Committee
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	Yes
Current Interpretation	

Stuart Fremont Theater (Cultural)

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.

Intrinsic Quality	Cultural (movie theater)
Byway Story	
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	Private Ownership (Eric Tiernan, Neal Crawford & Brian Beldon)
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	

Stuart Good Egg Days (Cultural)

Stuart Good Egg Days is an annual celebration in the City of Stuart in June over Father's Day weekend. Initial plans were to have a Sesquicentennial celebration for 2020, but that was postponed due to the COV-

ID pandemic. The 2021 Sesquicentennial + 1 celebration took place on June 19, 2021. 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.

Intrinsic Quality	Cultural
Byway Story	
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	Stuart Chamber of Commerce
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	Yes
Current Interpretation	

Stuart International Speedway (Cultural & Recreational)

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. 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.

Intrinsic Quality	Cultural (movie site) & Recreational
Byway Story	The Road
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	Private ownership
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	

Stuart Sports Complex

The City of Stuart offers a sports complex with five athletic fields and a soccer complex available for use. There is no charge or deposit required to use any of the five athletic fields. In general, facilities are available for use from April 1st-October 31st, weather and field conditions permitting.

Intrinsic Quality	Recreational
Byway Story	The Adventure
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	City of Stuart
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes

ADA Accessibility	
Current Interpretation	



4.5 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.”

“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.

Beaver Lake and Dallas Wildlife Management Area (Natural & Recreational)

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.

Intrinsic Quality	Natural & Recreational
Byway Story	The Adventure
Unique feature or part of a group	
Condition	
Potential Threats	
Ownership/Management	Iowa DNR and the Saylorville Wildlife Unit
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	

Dexter Centennial Park & Honor Roll Memorial (Historical & Recreational)

Dexter Centennial Park is located on the north side of White Pole Road 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.

Intrinsic Quality	Historic & Recreational
Byway Story	Freedom (Fighters)
Unique feature or part of a group	Military
Condition	
Potential Threats	
Ownership/Management	City of Dexter
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	Memorial plaque at site that honors the Dexter men who paid the ultimate sacrifice serving our country

Dexter City Museum (Cultural & Historical)

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.

Intrinsic Quality	Historic & Recreational
Byway Story	All
Unique feature or part of a group	Stand-alone but part of Dexter history
Condition	

Potential Threats	Limited hours open to public
Ownership/Management	Dexter Historical Society (Rod Stanley, Manager)
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	



Dexter Community Center (The Roundhouse) - (Cultural & Historical)

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.

Intrinsic Quality	Cultural & Historical
Byway Story	The Road
Unique feature or part of a group	Stand-alone but part of Dexter history
Condition	
Potential Threats	
Ownership/Management	City of Dexter

Recognition	National Register of Historic Places
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	
Current Interpretation	Wayside Exhibit (non-byway)



Dexfield Park/Barrow Gang Shootout Site (Cultural & Historical)

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.

Intrinsic Quality	Cultural & Historical
Byway Story	Outlaws
Unique feature or part of a group	Part of a couple of Bonnie & Clyde sites
Condition	Good/Very Good
Potential Threats	Viewshed/landscaping could cover view of the park
Ownership/Management	Privately owned (field); Dallas County Conservation (Pull-off)
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	No

ADA Accessibility	Interpretive Panels - Yes
Current Interpretation	Two interpretive panels at roadside exhibit

Drew's Chocolates (Cultural)

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 White Pole Road. They still ship chocolates all over the United States, and even to other countries.

Intrinsic Quality	Cultural
Byway Story	
Unique feature or part of a group	Culinary history / Foodie appeal
Condition	Very good
Potential Threats	
Ownership/Management	Private ownership
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes
ADA Accessibility	No
Current Interpretation	



President Truman and the 1948 National Plowing Match Memorial (Historical)

Iowa was chosen to host the 1948 National Plowing Match, giving the little town of Dexter nine months to get ready for it. Truman arrived in Dexter on Sept. 18, 1948. It's been said that this speech was the turning point in the Truman presidency, given his ability to turn the nation around. Behind the President sat a very large scoreboard listing the plowing contestants' names, counties and the type of plowing to be performed. In June 2008, John Bunnell found the old scoreboard in a barn he was tearing down. John donated what was left of the recycled scoreboard to the Dexter Museum, where it is now on display for all to see.

Potential Threats	Landscaping (or lack thereof) could affect quality of site
Ownership/Management	Dexter Historical Society; Dallas County Conservation
Recognition	
Visible from Road?	Yes
Direct Contact Allowed?	Yes (Interpretive Panel)
ADA Accessibility	Interpretive Panels - Yes
Current Interpretation	Interpretive panel at roadside exhibit

Intrinsic Quality	Historical
Byway Story	Land? (Agricultural)
Unique feature or part of a group	Unique
Condition	Very good

SECTION 5: OUR INTERPRETIVE THEMES & STORIES



OUR INTERPRETIVE THEMES & STORIES

An interpretive theme (or story) creates a framework for planning, and places resources and events into meaningful contexts for visitors. Once identified, decisions can be made about which resources and types of media are most appropriate to tell these stories. The theme should contain universal concepts - it has significance to almost everyone but may not mean the same thing to all people. Universal concepts are the ideas, values, challenges, relationships, needs, and emotions that speak to the human condition. They link a tangible resource to visitors' interests.

A *primary theme* expresses the main idea that ties together the stories of the byway. All interpretation should relate to this holistic theme.

Sub-themes split the primary theme into several more specific and workable ideas. These broad storylines guide visitors to discover deeper meaning and relationships with the byway's resources.

Stories break down the broad sub-themes into specific, discrete stories that can be told with interpretive media and programming.

Our Primary Theme

Throughout time, White Pole Road has provided a pathway for those who seek freedom, opportunity and adventure, while connecting communities and creating a sense of place. Today, White Pole Road Scenic Byway offers a nostalgic glimpse of the glory of transportation and a chance to reflect on those who have traveled before us.

Sub-Theme I: The Road

White Pole Road Scenic Byway captures the nostalgia, history and glory of transportation days gone by, reminding travelers that the journey

is sometimes just as important as the destination.



I.1 White Pole Road/Great White Way

- a. In 1910, Governor Carroll conducted a Good Roads Convention in Des Moines where 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.
- b. The White Pole Auto Club (formerly known as the Southwestern Iowa Auto Club) thought that their road would be the best route and set out to prove it.
- c. The original White Pole Road was designated in 1910, and expanded from Des Moines 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.
- d. The President of the Great White Way Association was the editor of The Des Moines Register and Leader Evening Tribune, and therefore there were many publicity tours and stunts orchestrated along the road.
- e. The great debate over which route was better transpired into

the Great Automobile Race Across Iowa in 1912. Don McClure of Oskaloosa raced along White Pole Road, and Peter Peterson of Davenport raced along River-to-River Road. 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.

- f. 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 became the first certified route under the provisions of the State Highway commission's rules.
- g. 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.
- h. The federal government designated the Whiteway-7 Highway as part of the national system of military roads in 1925, indicating further development and funding.
- i. 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.
- j. 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.
- k. The Federal Aid Highway Act of 1944 authorized designation of an Interstate System of over 40,000 miles. 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.

- l. In 1965, Interstate 80 was completed in the area and the popularity of White Pole Road diminished.
- m. Over the years, the section of White Pole Road between Adair and Dexter developed an identity problem with all the renaming and renumbering. The Guthrie County Board of Supervisors convinced communities to change Highway 925 back to White Pole Road.
- n. More than 500 telephone poles along this 26-mile stretch have been painted white to lead travelers down the White Pole Road.
- o. 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.

1.2 Adair Viaduct

- a. 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.
- b. The Iowa State Highway Commission designed the bridge and the Adair County Board of Supervisors awarded \$42,263 to the Federal Bridge Company of Des Moines to build it.
- c. 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.)
- d. 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.

1.3 Smiling Water Tower

- a. The Adair water tower was completed in January 1979 and holds 250,000 gallons (or 1,000 tons) of water.
- b. In June 1979, the Adair City Council voted to paint the tower yellow with a smiley face, a design that was very popular that year. 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.”

1.4 Kalbach Oil Gas Station/Menlo Man

- a. 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.
- b. 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.”
- c. Even through the service station changed names and the type of gasoline it sold, the Menlo Man remained constant.
- d. 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.
- e. It could serve as a possible future home of a White Pole Road welcome center.

1.5 Hotel Stuart/Strictly Modern

- a. 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.
- b. According to Stuart News, the hotel changed hands in 1918 from Louis Jorgensen to John Hanke of Perry. Hanke must not have lasted long, as the Hanson family took over in 1919 and according to the Stuart Herald, “They took the hotel when it was in a run-down condition and have put Stuart back on the map as far as good hotel accommodations are concerned.” The Hansons leased the hotel to Frank E. Mell of Adair in August 1924 and moved to Atlantic. However, by the end of 1926, the Hansons were back to take charge of the hotel again.
- c. The hotel was the site of many banquets, parties, dinners, and other special occasions.
- d. The beginning of 1930 saw the hotel getting upgrades under the management of Mr. and Mrs. Fay Williams. Improvements included running hot and cold water in each room, making it “more popular than ever with the traveling public.” It appears that the Hansons owned the hotel until 1933 or 1934.
- e. The hotel went through a change of ownership again when the Butlers of Mt. Pleasant bought it from the Thurbers. By October 1937, however, Dick and Bonnie Wood (daughter of the Hansons who had formerly owned the hotel) took possession.
- f. A well-loved 1940s neon sign that was recently restored and announced these conveniences with “Strictly Modern” printed under the hotel name.
- g. The May 6, 1948 issue of the Stuart Herald featured Dick and Bonnie Wood who first took over the hotel in 1937. The paper called the Stuart Hotel the “largest and most accessible hotel between Des Moines and Atlantic.” Records from hotel visitors showed that in the previous eleven years, “someone from every state in the Nation has slept here.” Other visitors came from France, Austria, Italy, every province in Canada, South America, England, Scotland, and the Dalmatian Islands. The Woods also ran

the Greyhound bus agency, a major station in this section of the state. They operated the hotel for 25 years, retiring in 1962.

- h. Sometime in the 1970s, the hotel was purchased by the Stetzels who turned it into an apartment building in the 1980s.
- i. In 2012, there was a big push from the community to save the hotel and a couple of proposals were received.
- j. According to MA Architecture, the historic hotel will be transformed to provide unique retail space on the first floor and contemporary apartment units on the upper level. The design of this multi-use building will retain the historic architectural character while providing modern spaces for the growing, rural community of Stuart. (2022)

1.6 Rock Island Railroad Depot

- a. 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.
- b. The Rock Island Railroad train repair complex in Stuart was the main repair facility between Silvis, Illinois, and Omaha, Nebraska.
- c. By 1893, the railroad employed about 300 men in Stuart to keep the trains operating.
- d. 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.
- e. 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.”
- f. Agricultural depression in the 1890s produced a slump in the railroad’s business (most of which was devoted to shipping corn, grain and livestock). Soon after the Rock Island Railroad relocated the machine shops to Valley Junction, most of the men and buildings in Stuart were gone.

g. Passenger trains continued to stop in Stuart until sometime in the 1960s. When the building was no longer used, it began to deteriorate.

- h. The depot was put on the National Register of Historic Places in 1980.
- i. In 1996 the depot was deeded to the city of Stuart. The Stuart Depot Restoration Committee was formed as a non-profit 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.
- j. 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* (1955). “... 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...”

k. The station is the only structure remaining in Stuart to mark the community’s 19th century history as a division point on the Rock Island Railroad.

1.7 Dexter Community House (The Roundhouse)

a. The Dexter Community House (aka The Roundhouse) was built in 1916 through the effort of several prominent members of the community.

b. The architect was Major Matthew Leander King, grandfather of actor Nick Nolte. King invented the hollow clay tile silo while working in agricultural engineering at Iowa State College, and received a U.S. Patent for his design. King’s silos still dot the agricultural landscape.

c. 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. There were 188 names on the original list of stockholders, and they had each purchased between 1 to 60 shares.

d. 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.

e. 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.

f. 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 alleg-

edly driven up board ramps onto the 30’ high dome to prove the strength and durability of the seemingly unsupported roof.

g. The Dexter Community House remains an architectural wonder of engineering technology. Each first visit by an architect, engineer, contractor or even the general public elicits a jaw dropping “WOW” upon entering the auditorium with its 30’ high dome. It is thought to be the only building of its kind in the state and possibly the nation.

h. The Roundhouse hosted Chautauqua assemblies, Lyceum courses, revival meetings, entertainment, political and social gatherings, moving pictures, religious services, and a host of other events.

i. The 90-year-old building was placed on the National Register of Historic Places in 1975 and is owned by the City of Dexter.



Sub-Theme 2: The Adventure

The White Pole Road Scenic Byway Corridor has long been full of opportunities for adventurers and thrill seekers, especially in terms of driving, riding and racing.

2.1 Eddie Rickenbacker

- a. Edward “Eddie” 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.
- b. 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.

- c. 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.
- d. 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.
- e. The group reached more than forty states before Rickenbacker abandoned the publicity tour after the third emergency landing damaged the plane.
- f. 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” — 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.

2.2 "Fever Heat"

a. "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.

b. 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 cast for the production.

c. 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.

d. Nick Adams, best known as Johnny Yuma on The Rebel TV se-

ries, 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.

e. The Dexter Museum has posters and memorabilia from the making of the movie.

2.3 Scoop the Loop Event

a. "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.

b. The casual atmosphere has made this event one of the larger in the region with car enthusiasts.

c. Street food and music are also a part of this family-friendly evening.



Sub-Theme 3: The Land

The land within the WPR corridor provided for Natives Americans, early settlers and immigrants, and farmers.

3.1 Native Americans along the White Pole Road Scenic Byway

a. According to the Iowa 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.

b. From the website Meskwaki Nation: Sac and Fox Tribe of the Mississippi in Iowa: The Meskwaki people are of Algonquin origin from the Eastern Woodland Culture areas. The Meskwaki spoken

language is of similar dialect to the Sauk and Kickapoo and they are working hard to maintain it.

c. The tribe has been historically located in the St. Lawrence River Valley, Michigan, Wisconsin, Illinois, Missouri, and Iowa. Meskwaki were called “Renards” (the Fox) by the French, but have always identified themselves as “Meskwaki”. The Meskwaki fought against the French in what are now called the Fox Wars (1701-1742) and in 1735, the Sauk and Meskwaki allied together to fend off Europeans and other Indian Tribes. Both tribes moved southward from Wisconsin into Iowa, Illinois and Missouri. Even though the Meskwaki and Sauk are two distinct tribal groups, with linguistic and cultural similarities, the two tribes have often been associated throughout history.

d. Through a series of land concessions in 1845 under the name of “Sac & Fox”, the Sauk and Meskwaki formally lost all lands and were removed to a reservation in east central Kansas. 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.

e. 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)
- f. These are likely just a small portion of the complete White Pole Road 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.
- g. 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.
- h. There aren't many personal narratives in the history books of Guthrie, Adair or Dallas Counties. Several narratives were found in Past and Present of Guthrie County, Iowa: "Guthrie County had been visited by white men prior to 1848, when the first settlement was made. This part of the state had been home to Meskwaki who, under Chief Johnnie Green, hunted animals..."
- i. In 1850, a band of Meskwaki camped west of Panora. One historian wrote that they took things, sometimes entering a property without permission and helping themselves to provisions.

j. Thomas M. Coleman came to Guthrie County in November of 1852. It was still an Indian hunting ground according to his account.

k. "In 1854, Cyrus and David Bowles came to the county. The only habitation within several miles of them was an Indian wigwam."

3.2 President Truman and the 1948 National Plowing Match Memorial

a. "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

b. 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, but he declined.

c. 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. Three weeks before the big day, plowing match organizers were notified that Truman had accepted their invitation.

d. 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.

e. President Truman, his wife Bess, daughter Margaret, and other dignitaries, including Plowing Match princesses, rode in a dozen

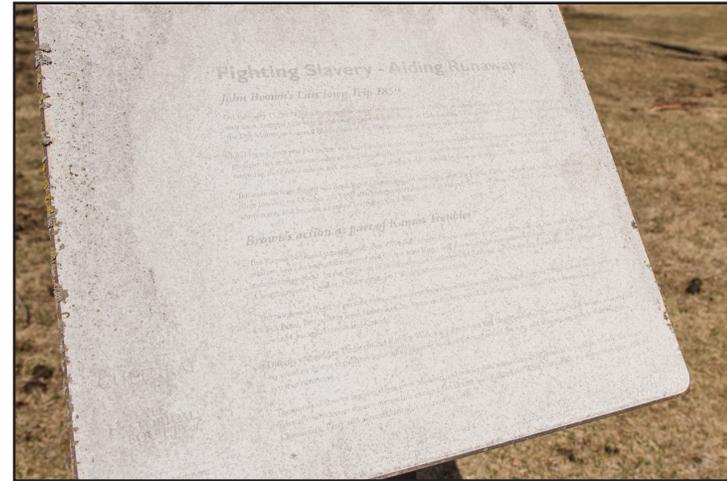
convertibles, followed by the band, with the Iowa Highway Patrol last.

f. 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.

g. 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.

h. 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.

i. In June 2008, Tim Florer followed a lead about a big scoreboard in a farmer's barn. 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 tell him of the discovered scoreboard. 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.



Sub-Theme 4: The Freedom Seekers & Fighters - Migration, Settlement & Service

For those who were seeking freedom or those who were merely passing through, White Pole Road and its Corridor provided the necessary resources and safe passage to their destination. For others, it offered the opportunity to fight for the freedoms of others.

4.1 Early Settlers

a. "Several factors tended to encourage heavy immigration into the state. The most compelling factor, perhaps, was hunger for land. The construction of railroad lines to the Mississippi was a great improvement in the facilities for overland travel. No less than three railroads reached the Mississippi from the East in the middle of the decade of the 1850s. In addition, guides for immigrants were published in newspapers throughout the East and South describing in glowing terms the wonderful opportunities to be found in Iowa. "Iowa" became a common household term in the eastern states. Speculators in land, land investment companies,

and railroad companies encouraged thousands to migrate to the new areas west of the Mississippi.” (From “The People of Iowa on the Eve of the Civil War” by Morton M. Rosenberg)

b. “An almost insatiable land hunger was a major characteristic of the American pioneer. He constantly sought to acquire new and better land holdings. In New England the farmer had to work a soil which was of poorer quality than that held by his counterpart of the Midwest. In the South the small landholder could not compete with the larger plantation owners who devoured the best crop lands. . . . Not only farmers, but merchants, businessmen, and professional men also sought the new and better life in the young state of Iowa, where everyone might start anew, on a better footing it seemed, and on more equal terms with each other. A serious outbreak of cholera in the Middle Atlantic states and a severe drought which gripped the entire Ohio Valley during the growing season of 1854 motivated thousands of Americans to leave the Northeast for happier and healthier regions.” (From “The People of Iowa on the Eve of the Civil War” by Morton M. Rosenberg)

c. According to the federal census of 1850 more than 16.5% of the inhabitants of Iowa originated in the deep South or in the border states. Another 16% came from the Middle Atlantic or New England States. Still another 16% came from Ohio, while the other states of the Old Northwest combined to contribute 17%. About 20.5% of the residents in Iowa in 1850 were born in the state; all others originated in other parts of the country or migrated from abroad.

d. While the settlers of Iowa were predominantly native-born, the foreign-born population nevertheless comprised more than 10% of the total in 1850. The foreign-born element came mainly from Great Britain, Ireland, Canada, Holland, Scandinavia, and the German States. Others, not so numerous, journeyed to Iowa from France, Switzerland, and the Austrian Empire. The bulk of the foreign-born group, however, originated in the German States, Ireland, and Britain which, combined, accounted for more than 8%

of the total population. Germans held the lead, contributing 3.7% of the total, while Britain and Ireland followed with 2.5% each. All other nations yielded less than 3% collectively. All told, of a total population of some 192,000, about 20,800 were not natives of the United States.

e. According to research, the majority of the first settlers in our townships came from Illinois, Indiana, Kentucky, Missouri, Ohio, New York, New Jersey, and Pennsylvania, as well as England, Germany and Ireland.

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, but that could be a good opportunity to provide interpretation of the early movement of pioneers.

4.2 Religion along White Pole Road

Quakers/Friends

a. 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.

b. Quakers Richard and Elizabeth “Aunt Betsy” Mendenhall emigrated from Marion County, Indiana, to Dallas County, with their family in May 1853. They built their home on the northeast quarter of Section 14, Union Township.

c. In 1854, David Bowles, Sr., and his sons, David and Cyrus, and their families, were the first pioneers to locate in Summit Grove/ North Oak Grove which included and surrounded the present town of Stuart. A year later, Jonathan and Daniel Woods, ministers

of the Friends Church, came to the settlement.

d. 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.)

e. 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...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..."

f. The Bear Creek Preparative Meeting was organized in 1855, led by Richard Mendenhall, John Cook, and David Bowles, Sr. 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.

g. There were three other settlements in the area: 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.

h. 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.

i. 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, Hessian 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." 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.

All Saints Center

a. "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

b. The former church is a rare example of Byzantine and Romanesque architecture in the Midwest, and is featured on the National Register of Historic Places.

c. The building has been restored as the Saints Center for Culture and the Arts, and houses the Learning Museum of Religious Tolerance.

d. The Catholic Church in Stuart traces its beginnings to August 1871 when a Father Monahan 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.

e. 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.

f. 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. 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.

g. Designed by Boston architects Maginnis 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.

h. Voted “Most Beautiful Church in Iowa” by Des Moines Register readers, it truly was an exquisite place for worship.

i. 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.

j. 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 Jo-

seph Charron laid the cornerstone for the new church on August 31, 1997.

k. The community passed 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.

l. 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 money 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.

m. 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.

n. 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.

o. 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.

4.3 Newton Stagecoach Route & Depots / Mormon Trail

a. 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).

b. 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.

c. 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.

d. 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.

e. 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.

f. 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.

g. 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).

h. 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.

i. After the stage line was discontinued, the trail was still used by homesteaders traveling through on their way west.

4.4 The Railroad

(See also “1.6 Rock Island Railroad Depot”)

a. 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.

b. 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.)

c. 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.

d. 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.

e. 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.

f. The Rock Island Railroad was built through Adair in 1868-1869. Its section house was the first building in Adair.

g. 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.

h. 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.

4.5 The Underground Railroad / Iowa Freedom Trail near the White Pole Road

a. Iowa was the westernmost free-state link in the underground railroad. Between 1830 to the end of the Civil War in 1865, it is estimated that approximately 35,000 runaway slaves made it to freedom. (There were four million slaves in the South in 1860, so this was a very small percentage.) Most likely not more than a few hundred freedom seekers passed through Iowa on the underground railroad.

b. Early settlers who provided shelter, transport, and material support were often motivated by their religious convictions and their principles, namely of individual rights and personal liberty.

Anti-slavery Quakers, in particular, played a leading role in helping freedom seekers escape from slavery.

c. According to “The Underground Railroad,” an article by Cal Ogburn in May of 1930, “Southern and eastern Iowa had a large population of southern people, who were opposed to abolition sentiment and practice.” The Fugitive Slave Act of 1850 had added a layer of fear by punishing anyone who aided runaway slaves with six months’ imprisonment and a \$1,000 fine.

d. From the Iowa Journal of History, Volume 22, “At the time of the Kansas border war, John Brown crossed Iowa several times on his way to Kansas or to the east. He traveled to Kansas to assist the anti-slavery forces, and as he passed through Iowa, he established a line of travel for his fugitive slaves. Beginning in the west at Tabor, the line ran north and east to Madison and Dallas counties. This line passed through Earlham - a Quaker settlement.”

e. The 1915 History of Adair County, Iowa and Its People describes a route taken. “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 xxx’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 someone 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. The running from Adair County ran directly east into Madison County. Abner Root recalls that his father, Azariah Root, was asked by John Brown to transport seven slaves to Winterset.” History of Adair County, Iowa and Its People, Lucien M Kilbern, editor, (Chicago: The Pioneer Publishing Company, 1915)

f. In O.A. Garretson’s 1924 article titled he stated that, “[John Brown] established a line of travel for his fugitive slaves. Beginning in the west at Tabor, the line ran north and east to Madison

and Dallas County. This line passed through Earlham – a Quaker settlement – Des Moines, Grinnell, ...” O.A. Garretson, “Traveling the Underground Railroad in Iowa,” Journal of History and Politics, Vol. 22. From Madison County Historical Museum or State Historical Museum.

g. Abolitionists were those that either demanded the immediate abolition of slavery, or who showed ferocious hostility to the institution of slavery. Individuals who were both antislavery and abolitionist are listed only as abolitionist.

h. In the fall of 1855, when going to Kansas for the first time, John Brown passed through Missouri. The governor offered a standing reward of \$3,000 for his arrest, so thereafter Brown always passed through Iowa to get to Kansas. As described in an article in the Winterset Madisonian on September 7, 1938, “Iowa played an important part in John Brown’s activities against slavery. He made many trips into Iowa. He drilled his soldiers in Iowa... Brown first came to Iowa in 1855 going through the state on his way to Kansas. He made five trips through the state while engaged in his famous Kansas conflict, and on these trips met many Iowa men who were assisting fugitive slaves on their way to freedom. In 1856, he organized a band of young men at Iowa City. They took 1,500 muskets from the arsenal... The guns were delivered to free state leaders in Kansas in their warfare against the ‘border ruffians’. In June 1858, Brown traveled to Lawrence, Kansas, ‘having passed through Iowa over his usual route.’”

i. 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.

j. 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.”

k. 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.”

1. 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. They 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 eye-brows 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.

- m. 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."
- n. 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.
- o. 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.
- p. 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.
- q. 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.

- r. 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."
- s. 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).
- t. 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) 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.”

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. Aaron Coppoc was reportedly a cousin of Edwin and Barclay Coppoc, brothers and Quakers who were part of John Brown’s entourage.

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.

4.6 The Civil War

a. Iowa supported the Union during the Civil War, voting heavily for Abraham Lincoln, though there was an antiwar “Copperhead” movement in the state, caused partially by a drop in crop prices caused by the war. There were no battles in the state, although the battle of Athens, Missouri, 1861, was fought just across the Des Moines River from Croton, Iowa, and shots from the battle landed in Iowa. Iowa sent large supplies of food to the armies and the eastern cities.

b. Much of Iowa’s support for the Union can be attributed to Samuel J. Kirkwood, its first wartime governor. Of a total state population of 674,913, 76,534 Iowa men served in the Union Army. Iowa contributed proportionately more men to Civil War military service than did any other state, north or south. Over one-sixth of these soldiers died during the way - more Iowa soldiers died from diseases (two-thirds) than were killed in action.

c. In 1850 Southerners comprised 16.7% of the population of Iowa; in 1856 they accounted for no more than 10.8% of the total, while in 1860 they fell to only 4.6% of the population. In cold statistics, and in truth, Easterners replaced Southerners in numbers and in influence in all but the southernmost tier of counties, and even here their numbers were not entirely negligible.”

d. 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.

e. 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.

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)

After the War

According to Tom Morain for Iowa Pathways, “The state’s population was increasing rapidly. The war slowed immigrants from Europe, but after the war many new families poured into the state. Germans and Irish were the two largest immigrant groups, but many people from Great Britain and the Scandinavian countries (Norway, Sweden and Denmark) came also. The 15 years after the Civil War also saw a boom in railroad building and new towns going up all over the state. Trains were soon pulling carloads of Iowa grain and livestock on their trips east and returning with manufactured goods. During the war many Iowa farmers bought new equipment drawn by horses to do the work of men serving in the army. As a result farms could produce more, and farm production soared.”

4.7 Freed Slaves Living in the Quaker Divide

a. 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 Lizzie, 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.

b. 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.”



Sub-Theme 5: Renegades/Outlaws/Outsiders

For some, White Pole Road and its corridor beckoned to their instincts to hit the open road or provided the means to make a quick getaway from the law.

5.1 Jesse James & Gang

- a. 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
- b. 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.
- c. 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.
- d. 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 no passengers were hurt in any way.
 - e. It was found upon investigation that the tool house of the railroad company had been broken open and the tools taken with which to loosen the spikes. The pursuit of the bandits was unsuccessful, as they reached the Missouri in safety.
 - f. 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.
 - g. "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." - Harold Brownlee
 - h. Jesse James told the Abner Sisson family in 1873, "If you ever get down to Missouri, be sure to look us up."
 - i. 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

5.2 Barrow Gang Shootout at Dexfield Park

- a. 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.
- b. 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."
- c. 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. 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.
- d. 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 criss-crossed Iowa, but if they'd stopped there at all it would have been only briefly to buy gas or get a quick meal.
- e. 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.
- f. 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.
- g. 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.

- h. 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.)
- i. 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.
- j. 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.)
- k. 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.

5.3 Bonnie & Clyde Bank Robbery

- a. 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.

- b. The First National, Stuart's only bank, was robbed of an estimated \$2,000 by two young men shortly after 9 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, 13-1234.
- c. 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.
- d. 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.
- e. 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.
- f. The site is currently being renovated into an Airbnb.

5.4 Jack Kerouac / "On the Road"

- a. 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*.
- b. *On the Road* is a 1957 novel by American writer Jack Kerouac, based on the travels of Kerouac and his friends across the United States. It is considered a defining work of the postwar Beat and Counterculture generations.
- c. Between 1947 and 1950, while writing what would become *The Town and the City* (1950), Kerouac engaged in the road adventures that would form *On the Road*. Kerouac carried small notebooks, in which much of the text was written as the eventful span of road trips unfurled. He started working on the first of several versions of the novel as early as 1948, based on experiences during his first long road trip in 1947.
- d. "... 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 west-bound 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..."

SECTION 6: INTERPRETIVE MEDIA



Interpretive Media

Interpretation is defined as a communication process that guides visitors in their search for meanings in objects, places, and landscapes.

“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.”

While the WPR strategic marketing plan 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 & 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.”

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

The techniques used to communicate the themes of the byway are referred to as interpretive media. Well-planned interpretive media can open windows of revelation to visitors who seek personal connections and meanings in these resources. Part of the reward of traveling a

beautiful scenic byway is the sense of discovery in exploring a new and exciting place, and the feeling of growing emotionally and intellectually in the process of this discovery.

Interpretive media takes many forms. Wayside exhibits, trail signs, brochures, websites, audio tours, apps, and visitor center exhibits are some of the ways we attempt to help visitors find their way and enjoy their experiences. Visitors' lives are enriched as they discover personal meanings regarding these resources.

This section provides a snapshot of existing interpretive resources, in addition to the WPR Board's recommendations for future interpretation.

Welcome/Visitor Centers

Welcome, visitor or tourist information centers are important places to greet visitors of the byway, and educate them on all that the byway has to offer. Visitors may pick up maps, brochures, booklets, and even souvenirs at these centers. They may ask staff for directions, and get recommendations and answers to their questions.

These welcome centers should:

- Make sure visitors are aware of the byway and its attractions.
- Distribute printed byway materials, such as tear sheet maps, rack cards, or booklets. (Welcome centers should request more materials for distribution from the Byway Coordinator when they are running low.)
- Facilitate impromptu planning for visitors.
- Create awareness of local sites, businesses and events.
- Introduce the "byway brand" through the use of its logo and visual branding on printed materials and signage. This prepares visitors

to recognize byway signage, experience hubs, and wayside exhibits as they drive the byway.

- Provide maps or other byway materials in an outdoor, weather-proof container that can be accessed 24/7.

Existing Welcome Centers:

There is currently one welcome center along the WPR. The former St. Joseph's Catholic Church in Casey, built in 1908, now serves as a visitor and community center, along with displaying historical artifacts from Casey. The Visitor Center is used for weddings, community gatherings, family reunions, and receptions. It is owned by the Casey Historical Society.

Suggestions/Recommendations:

Museums/Historic Sites

The two museums along WPR, the Casey Visitor Center and Museum and the Dexter Museum, focus on the culture and history of these two communities along the byway. Here is their existing interpretation:

	Kiosk	Mural/ Sculpture	Audio Tour	Signage	Website	Social Media	Booklet
Casey							
Dexter					Yes	FB	

Byway Artwork (Public art, murals, sculptures, etc.)

Public art can be created for many reasons - to express civic values, beautify communities, or to inform the public about the local history or culture. Public art is for everyone, as it is a form of collective community expression.

Public art is placed strategically, both inside and outside buildings, for viewing by a large number of people. It tends to be large-scale and visible from a distance. The media may be three-dimensional such as a sculpture, or two-dimensional such as a mural. Public art is usually

made to last but may be ephemeral to celebrate a community event or simply a form of artistic expression like a chalk painting.

Public art can offer visitors insights into the history and culture of those communities and provide a welcoming aesthetic quality to town streetscapes.

Existing Byway Art:

Sculptures

Sculptures provide more than something for visitors to look at - these three-dimensional pieces of art create something for visitors to interact with. Sculpture is tactile and sometimes may even be climbed or sat on. It can be viewed from many different angles, and may change appearance some based on the time of day or season.

Sculptures may be realistic or abstract, and tell a story or represent a historical figure, event, or place.

There are currently no sculptures along the WPR Scenic Byway.

Murals

Many towns have historic buildings with unfinished walls. These large exteriors can be converted to artistic expressions of the community's sense of place. Often they illustrate local history or provide social commentary. They can introduce the personality of a community, and provide must-see, must-share social media content of your byway.

The Original Freedom Rock

Artist Ray "Bubba" Sorensen from Greenfield, Iowa, is painting a Freedom Rock in each of Iowa's 99 counties and two Freedom Rocks in each state of the country. Located just south of the 5x80 Country Club is the 56-ton boulder that serves as Sorensen's canvas for patriotic images, the original Freedom Rock. Bubba repaints this rock each May, a Memorial Day tradition that draws thousands of people to the rock.

Ivers Building Mural at Veterans Memorial Park

The Freedom Rock is not the only work by Ray "Bubba" Sorensen along White Pole Road. Sorensen 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.

Online Media (websites, etc)

Around 65% of leisure travelers begin researching online when deciding where to go, according to a 2014 survey commissioned by Google that polled 3,500 U.S. respondents. A strong, well-developed online presence is imperative for sharing information and interpretive messages about the byway.

Existing Online Media:

WPR has an online presence on the following websites:

- a. <https://www.whitepoleroad.com> - White Pole Road has its own website which includes sections on the following: About Us, Attractions, Travel Tools, Events, and contact information. It also features a link to the Iowa PBS Explores video on The Great White Way which is posted on YouTube. The Travel Tools page includes a PDF of the WPR tear sheet map, and two WPR Bingo Cards, as well as the WPR audio tour.
- b. Travel Iowa website (<https://www.traveliowa.com/trails/white-pole-road/18/>) - WPR has an individual page on Travel Iowa's website, which includes photos, the byway's logo, description, a link to the tear sheet map, and links to pages on the website for Adair, Casey, Dexter, Menlo, and Stuart.
- c. Iowa DOT website (<https://iowadot.gov/iowasbyways>) - The state-wide Iowa Byways website homepage links to individual web pages

on Travellowa.com for each of Iowa's byways, including WPR. This website includes a PDF of the Iowa Byways travel guide. There is also an option for ordering a printed copy of the guide or byway posters.

Suggestions/Recommendations for WPR:

Social Media

In addition to more traditional websites, visitors are turning more often to social media. An active social media presence allows the byway to share information quickly and efficiently.

According to the Pew Research Center, around three-fourths or more of both Millennials (1981-1996) and Gen-Xers (1965-1980) now report using Facebook (84% vs. 74%, respectively). Boomers (1946-1964), and Silents (born in or before 1945) have both increased their Facebook use by double digits since 2015. In fact, the share of Silents using Facebook has nearly doubled in the past four years from 22% to 37%

WPR has a social media presence on Facebook. The byway is also featured on Tripadvisor, etc. It has been featured in The Des Moines Register and Creston News, as well as by travel writers such as Olio in Iowa and The Iowa Gallivant.

Social media is a very effective no-cost/low-cost way to promote the byway. The challenge with social media is making regular, frequent posts, but tools like Facebook Business allow posts to be made and scheduled in advance, with options to post to both Facebook and Instagram instantaneously.

Portable Personal Tours (Podcasts & Smart Phone Tours)

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. The share of Americans that own smartphones is now 81%, up from just 35% in Pew Research Center's first survey of smartphone ownership conducted in 2011.

A growing share of Americans now use smartphones as their primary means of online access at home. Today roughly one-in-five American adults are "smartphone-only" internet users – meaning they own a smartphone, but do not have traditional home broadband service. Reliance on smartphones for online access is especially common among younger adults, non-whites and lower-income Americans. But smartphone usage is growing among the older generations. Boomers are now far more likely to own a smartphone than they were in 2011 (68% now vs. 25% then).

Travelers expect to stay connected and find information through social media sites, Internet searches, GPS navigation, apps, and other technologies that are constantly evolving. Scenic byways should plan innovative solutions for connecting with visitors who are using mobile technologies. The proliferation of personal mobile devices opens up a vast world of opportunities for sharing interpretive messages.

While WPR has an audio tour which is accessible from its website, it is not downloadable and therefore relies on the visitor's ability to access the website and maintain a strong signal while traveling the byway. Therefore, the WPR Board might consider developing or moving these recordings into a mobile phone audio tour through one of the following platforms:

Cell Phone Audio Tours

Developed before the increase in smartphone ownership, a traditional cell phone tour is a system where visitors call into a centralized phone number, enter a specific tour code, and listen to the interpretive message.

Benefits of a cell phone tour:

- The vast majority of U.S. adults today own a cell phone

- The technology is very accessible to most people
- It is easy to update audio messages in a centralized database as resources and events along the byway change
- It allows for tracking visitors for marketing purposes
- Limitations of a cell phone tour:
 - It requires a cell phone signal in order to work and rural areas such as ours are not always the best places in terms of signal strength
 - Requires monthly hosting fees
 - May cost the user minutes depending on their cell phone plan

Downloadable Audio Tours:

These audio files are then transferred to a personal audio device, like an iPod or MP3 player, or a mobile device that plays sound, like a smartphone or tablet.

Benefits of a downloadable audio tour:

- Messages can be downloaded before the trip for planning purposes
- Depending on the size, files can usually be provided on an existing website for free
- Messages can be recorded in-house and easily updated on the website

Limitations of a downloadable tour:

- Users must be knowledgeable about how to download and transfer files from a computer to the device
- Audio and video files can take up large amounts of precious space on a mobile device, which may limit their use
- Users typically will need advance planning to download the files prior to the trip, which doesn't work well for spontaneous visits

Audiovisual Tour Apps

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.

Native Tour Apps

Native device apps are small digital programs distributed through online stores like the Apple App Store or Google Play Store. An app is downloaded to a mobile device, providing quick and easy access to content. Like mobile websites, apps incorporate text, visual, and audio components and encourage interaction. An app can tell a story through photos, narration, music, video, games, demonstrations, and other techniques.

Benefits of a native tour app:

- Encourages interactive participation
- Provides nearly unlimited options for design and techniques
- Can use the GPS feature of a mobile device to automatically trigger site-specific messages or show attractions near the user's current location
- Typically much faster and responsive than Web-based media
- Does not require Internet access to run (although some features of the app may require this)

Limitations of a native tour app:

- Apps must be downloaded and installed onto a mobile device, which may take up a considerable amount of space
- Multiple apps must be developed, one for each operating system, in order to reach the largest number of users
- Apps must be updated every time a mobile device's operating system is updated, which adds maintenance costs

- May be expensive to develop
- May require the user to pay a fee (depending on how development and maintenance costs are covered)

QR (Quick Response) Codes:

QR codes are matrix bar codes that quickly link mobile devices to online media, such as websites, audio clips, and videos. They can be incorporated into publications, interpretive panels, and even artifacts along the byway. A traveler uses the camera on their mobile device to scan the QR code with an app, which decodes the information and uses other apps on the device to show the interpretive content.

Benefits of QR Codes:

- Quickly connects mobile devices to online resources without needing a URL
- Can be created and printed on media for free
- Online resources can easily be developed, changed, or updated at minimal cost
- Different QR codes can be generated to link to different messages (i.e. one for adults and one for children)

Limitations of QR Codes:

- QR codes require access to the Internet via cell signal or WiFi
- Traditional QR codes are composed of black and white squares, often an unattractive design for media
- Once created, a QR code will always link to the URL address that it is encoded with, so if the online address changes, the QR code will also need to be changed

Suggestions/Recommendations for WPR:

The byway has great potential for tapping into the mobile devices that

most travelers to WPR bring with them. Cellular service can be spotty along the byway, but there are some options for digital media that can be downloaded prior to the trip, or visitors can take advantage of free WiFi service offered at some area locations to download digital tours before heading out.

WPR is ripe with wonderful subject matter that could be presented to visitors in an audiovisual tour.

I. Create an audiovisual byway tour

The audiovisual tour is a great way to introduce byway visitors to the stories of WPR. 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.

The A/V tour can be distributed in multiple ways to reach the largest audience. Some ideas for development include:

- Edit the messages down to their essence - only the most interesting and engaging stories for visitors should be told. Keep the messages short, as travelers will not likely listen to anything more than a few minutes in length per site.
- Record oral histories and interviews with people who lived and worked along the byway, or have special expertise on a specific theme.
- Use any authentic audio recordings.
- Make sure that video and audio recordings are of high quality.
- Find music and sounds that will help bring the stories of WPR to life.
- Create a narrative storyline. Narrators are often necessary to tell the story in a concise way and introduce the various oral histories and interviews.
- Take advantage of local talent for voiceovers.

2. Develop a Native Tour App

A native app provides a great deal of flexibility for presenting the audiovisual tour. Messages can be offered in an audio or video format. If only audio is available, photos can be shown to enhance the message (for example, historic photos). The app should provide a map with tour locations indicated and can be linked to the user's current GPS location. It can also be programmed to read a GPS location and automatically offer site-specific messages.

3. Develop a Mobile Tour Website

To maximize the audience base, a mobile tour website should also be created. Once an app is developed, it will be easy to take the text, audio, photos, and video from specific messages and make them available in other formats. A web page with links to the audio or video files provides options for users to either download the tour onto a mobile device before their trip, or stream the messages while traveling (as long as a cellular signal is available).

4. Add QR Codes to Media

Once a mobile tour website is up and running, QR codes can link directly to specific online attraction web pages and audio/visual tour files. A user can simply scan a QR code with their mobile device, and interpretation will be streamed automatically to the device. QR codes can be added to experience hubs or wayside exhibit panels, travel guides and maps, or welcome center exhibits to provide a more in-depth and interactive experience.

Options for Developing Audiovisual Tours:

Costs for developing audiovisual tours vary considerably, but they are typically quite expensive. A more affordable option is to use an existing app system that allows users to enter customized content.

STQRY (Formerly OnCell)

Used by other Iowa Scenic Byways to create audio tours, STQRY provides a platform to create GPS-enabled mobile phone tours have a location-awareness feature that helps create a custom experience for

your visitors and physically guides them around your city or tourist destination. Smart street maps integrate with Google™ Maps and are ideal for walking tours, biking tours, and driving tours.

Features include:

- Instant visitor notifications - custom messages such as alerts for special events, special offers, or when there is new content to access
- Updates in real time
- Multi-language support, allowing you to reach more visitors and serve international travelers
- Work on any device with a web browser and can be published as native iPhone® or Android® apps at a fraction of the price of developing one from scratch
- Integration of sponsors or advertisers branded directly into your app

The Antenna PWA (Progressive Web App)

Users scan a QR code or click a URL and within seconds they are experiencing your tour via their web browser.

Features include:

- Stop list navigation menu
- Thumbnail previews with stop titles
- Full screen images and video
- Autoplay audio and video
- Search function for stop names or numbers
- Surveys with 5-tier star responses
- Keypad navigation identical to on-site devices
- Highlights Tour feature to control visitor flow at peak times

Suggestions/Recommendations for WPR:

- Partner with the other Iowa byways and look into funding as a group (Byways of Iowa Coalition?)
- Apply for an Iowa Tourism Grant through the Iowa Tourism Office
- Find a corporate sponsor, such as Caseys, Kum-n-Go, or Hy-Vee
- Sell advertisements on the app, making it revenue-generating, but still keeping it free for the user

Printed Materials/Publications

Although smartphone use is increasing, not everyone has one, and many visitors use a combination of digital and printed media when traveling. In fact, research has shown that while most vacation planning is done online, visitors prefer to use printed materials once they've reached their destination. Use of printed materials is not inhibited by spotty cellular coverage or low batteries. Printed publications also serve as souvenirs or keepsakes of an adventure, and are often kept by travelers for months or even years, sometimes being shared with other potential visitors.

General Byway Brochure

A general brochure promoting the byway can be a cost-effective way to attract the attention of travelers who are not already aware of the byway or are making a spontaneous trip to the area. The purpose of this general brochure is to entice travelers to seek more information about the byway, either online or at a welcome center. It should be bold and concise with dramatic images to highlight significant attractions and other byway media.

Design Recommendations:

- An 11"x17" trifold brochure offers room for a lot of information

that then folds to take up far less real estate on a brochure rack.

- Colors, font styles, and graphic elements should adhere to the design standards of WPR and Iowa Byways.
- The front cover needs to be designed in such a way that the top one-third catches the eye of a visitor amongst all of the other brochures available. In order to do this, the text should clearly state the main experience offered in a light-colored font over a dark background. (For example, Drive White Pole Road! could be presented in yellow letters on a black background.)
- A dramatic photograph (or two) should also be granted space on the front cover and should represent the best experience the byway has to offer. It should include people, if possible, for a more emotional connection to the reader.
- The back cover would be an ideal place to include a map of Iowa, with an indication of the location of the byway within the state. Contact information and welcome center locations should also be presented here. It is important to keep in mind that brochures sometimes get placed back onto a brochure rack backwards, so the top one-third of the back cover should also draw attention and clearly state what the brochure is about.
- The inside panel (first reveal) when the brochure is opened should contain another dramatic image to draw the reader in and provide a concise and active description of the byway or its main features.
- The three panels on the inside of the brochure (second reveal) should highlight the byway's main attractions or highlights, perhaps breaking them down into themes.
- The full reveal (all six panels when completely unfolded) should be an illustration of the byway map.

WPR Rack Card

The purpose of the rack card is very similar to the general brochure but it is even more cost-effective. Its purpose is to bring awareness of WPR to people who are already on the road and traveling through

Iowa. It was designed to stand out on a brochure rack and give the reader enough information to entice them to visit the byway or to find out more. It is strategically placed at welcome centers, especially along the I-80 and I-35 corridors.

Design Recommendations:

- Rack cards are 4” wide by 9” high, two-sided, full-color, printed on silk cover stock. 5,000 rack cards cost around \$500 to print. They fit perfectly into standard brochure racks.
- The front of the rack card features a collage of color photos from around the byway along with the byway logo and tagline. Below the photo collage is a short description of the byway, followed by a list of byway highlights. The Iowa Scenic Byways logo should be placed at the very bottom right corner.
- The back of the rack card features the words “White Pole Road” at the very top, then the byway route map (not detailed) and an icon of the state of Iowa with an indication as to where WPR is located within the state. Below the map is a description of WPR’s proximity to major hubs, such as Des Moines, Omaha, Kansas City, Minneapolis, and Chicago. Below that should be information about any visitor centers and the contact information for the byway coordinator.
- All graphic elements and colors adhere to the Iowa Byways and WPR design standards.

Travel Guides

White Pole Road is included in the printed full-color, 32-page booklet produced by the Iowa DOT entitled “Iowa Byways: The Official Travel Guide to Iowa’s Byways.” The guide is organized by byway with a two-page spread devoted to WPR. These pages feature photos of the byway’s main attractions, a concise, creative description of the route, a map of the route, and a brief list of its main attractions.

The travel guide is well-designed, matching the individual byways’ logos and design colors.

While the travel guide provides a great introduction to each of Iowa’s fourteen byways, and should pique the interests of travelers, it is not well-suited for navigating the byway route. The map and list of attractions do not provide much detail as to location, seasons and hours of operation, etc.

This travel guide is not a substitute for a standalone WPR-specific travel guide, which should be developed. An independent guide, focused solely on the WPR, would allow for specific information geared at helping a visitor plan their visit and navigate the route.

An independent WPR travel guide could group sites and attractions by theme or area of interest and even offer theme-specific itineraries. Attractions and sites could be listed along with descriptions, physical and web addresses, hours of operation, and admission fees.

Interpretive Experience Hubs

WPR can be accessed through two main entry points or numerous other entries. It is important to welcome and orient travelers at various places along the route.

Experience hubs are thematic kiosk structures designed to orient travelers to the attractions and stories of a byway. They consist of multiple signs that provide maps, information, and interpretation. Unlike staffed visitor centers, they are available 24/7 year-round. Experience hubs present an opportunity to introduce the byway to travelers who pass by serendipitously.

Although visitors rely on GPS or maps to assist them in orientation, unified kiosk structures that are easily seen on the landscape are reassuring guides. They have enough mass and character to attract attention and to support the byway identity. The most successful hubs are prominently sited at key byway entry points and at areas of high traveler use such as welcome/visitor centers, and significant attractions.

Experience hubs and signage can unify and identify the byway artistically. They should represent WPR's landscape and natural resources. Each kiosk structure should:

- Exhibit a unified design with all other interpretive media
- Reflect regional themes through unique graphics cut into the steel frame and through the messages included on each panel
- Be highly visible to travelers, but do not overpower existing agency and site entry signs at welcome centers, parks, and attractions
- Appear rustic and durable in rural sites but be formal enough to fit into urban settings
- Appear elegant but be economically produced
- Be easily replaced, modified, or repaired
- Be vandal-resistant

Construction elements, such as wooden timbers, weathering steel, and limestone block, bring a substantial feel and authenticity to the structure. The strong combination of wood and metal appears organic but is vandal-resistant and maintenance-free.

A curved steel header at the top of the hub presents a graceful rustic look, and provides a surface for cut-out symbols and scenes to interpret the stories of the area. Each hub could have its own unique cut-out design. The curve also mirrors the suggested design standards of the Iowa Byways.

The interpretive signage on the experience hubs is designed to provide a broad glimpse into the primary attractions that can be experienced along the byway. The first panel should introduce the byway and what makes it unique, while the other panels describe the route by theme or area of interest, or community.

High-density laminate (1/2" thick) should be used for the panels. This affordable material allows for full-color, high-resolution sign faces that

require minimal attention and are resistant to damage and vandalism. A 10-year warranty against fading and delaminating is standard.

Byway Welcome Hub

This hub would be the official welcome hub of the entire byway. It could be placed in any of the five towns along the White Pole Road or at one of the two main entry points in Adair or Dexter just off of I-80.

Overview Panel

Like community-specific kiosks, the main panel of the byway welcome hub would provide an overview of the White Pole Road Scenic Byway and its unique characteristics. A map on the first panel would display the entire byway route with the three communities outlined and an obvious "You are here" symbol. This panel would be duplicated on each community hub. It would also include a welcome message and a brief description of the byway, as well as several photos highlighting the byway.

Community Panels or Theme Panels

Each of the other panels on the Byway Welcome Hub would highlight the five communities along WPR - Adair, Casey, Menlo, Stuart and Dexter - or highlight the main themes of the byway.

Community panels would interpret the unique characteristics of each community and highlight some of the "must-see" attractions with photos and captions. A large map of the byway community would show the primary interpretive resources there and a "You are here" symbol to orient visitors to their current location.

Theme panels would highlight the stories of the byway and list specific attractions along the byway by theme.

Community-Specific Experience Hub

These hubs, which would be located in each of the five communities, would interpret resources specific to the community in which they are located.

Interpretive Signage & Steel Headers

Interpretive signs would focus on the unique natural/recreational/archaeological, historical, and cultural stories of the community that can be experienced along the byway. The first panel of each hub introduces the entire byway, while the other three panels describe the attractions of the specific region that fall under the categories listed below. The cut-outs on the steel headers would highlight resources found in that community.

Natural//Archaeological//Recreational: The natural history panel interprets the geological, archaeological, and outdoor recreational themes of the region, with a map identifying scenic overlooks, trails, streams, wildlife areas, parks, and preserves where visitors can explore the outdoors.

Cultural: The cultural panel interprets the communities, agriculture, and sense of place experienced in this region of the byway, with an accompanying map of attractions.

Historical: The historical panel interprets the significant historical stories of the byway region, with an accompanying map showing resource locations.

Adair

Natural//Archaeological//Recreational:

- Adair City Park
- Correll Wildlife Area

Cultural:

- Adair's Avenue of Flags

- Adair's Annual Chuckwagon Days
- Schafer Century Barn
- Smiling Water Tower

Historical:

- Adair Viaduct
- Bear Grove Cemetery
- Jesse James Historical Marker

Possible Header Cut-Outs: Train or train wheel, chuckwagon, flag, tree, barn, water tower

Casey

Natural//Archaeological//Recreational:

- Abram Rutt Park/Casey City Park

Cultural:

- Ivers Building Mural at Veterans Memorial Park

Historical:

- Casey Visitor Center and Museum
- Dalmanutha Cemetery
- General Francis Heron Memorial Bridge
- Wagon Trail Ruts

Header Cut-Outs: Tree, headstone, bridge, wagon or wagon wheel

Menlo

Natural/Archaeological/Recreational:

- Menlo City Park

Cultural:

- Original Freedom Rock

Historical:

- Kalbach Station and the Friendly Gas Station Man

Header Cut-Outs: Tree, Flag, Gas Pump

Stuart

Natural/Archaeological/Recreational:

- Bonnie & Clyde Run/Walk
- Lawbaugh City Park
- Nations Bridge Park
- Raccoon Ridge Music Hall and 3-D Archery Course
- Stuart International Speedway
- Stuart Sports Complex

Cultural:

- Bonnie & Clyde Bank Robbery Site
- Saints Center for Culture and the Arts
- Scoop the Loop

- Stuart Fremont Theater

Historical:

- Hotel Stuart
- Masonic Temple Building
- Mormon Trail/Newton Stagecoach Route
- The Quaker Divide
- Rock Island Railroad Depot

Header Cut-Outs: Tree, Car, Train, Stagecoach or wagon wheel

Dexter

Natural/Archaeological/Recreational:

- Beaver Lake and Dallas Wildlife Management Area
- Dexter Centennial Park

Cultural:

- Drew's Chocolates

Historical:

- Honor Roll Memorial at Dexter Centennial Park
- Dexter City Museum
- Dexter Community Center (The Roundhouse)
- Dexfield Park (Barrow Gang Shootout Site)
- President Truman and the 1948 National Plowing Match Memorial

Header Cut-Outs: Tree, Flag, Car, Gun

Recommended Community-Specific Experience Hub Sites:

An adequate number of experience hubs should be installed along the byway to offer orientation and interpretation for travelers. The hubs should be placed in highly visible areas where travelers already gather - where they look for amenities and at sites where there are significant stories and historic structures that entice visitors to stop. It is essential that road signs be installed to alert travelers as they approach these kiosks.

A minimum of five experience hub sites are proposed along the current byway route - one in each of the five byway communities at the following locations:

1. Adair - On Audubon Street (Adair's "Main" Street) next to The Adair News building on the lawn (for maximum visibility) or on the patch of lawn next to the Fisher Law Firm at the corner of Audubon and 3rd Street. Another option might be near the entrance of Adair City Park (however, parking might be limited)
2. Menlo - Ideally, a hub could be placed at the old White Rose Gasoline station where the Friendly Gas Station Man still resides. However, this is still privately owned property and therefore, an easement would have to be secured. Otherwise, the hub would probably need to be placed at the Menlo City Campground, even though it is not directly on the route.
3. Casey - The most obvious location to put a hub in Casey would be on the lawn of Casey's City Hall, located along WPR at the corner of McPherson Street and West Logan Street. It is highly visible and there is parking available. Another good option would be on the lawn next to the Casey Public Library on McPherson Street. Another option, though not quite as visible, would be at the Casey Visitor Center.
4. Stuart - An ideal location for a hub in Stuart would be along White Pole Road between Division Street and Fremont Street, at either the Rock Island Railroad Depot or between the depot and the parking lot for Stuart City Hall. It would be highly visible with plen-

ty of parking. Another (though less visible and accessible) location might be the little pocket park next to the old First National Bank (the site of the Bonnie & Clyde robbery in Stuart).

5. Dexter - One option would be on the lawn of the Dexter Community Center (aka Roundhouse) next to the existing interpretive signage and benches. Other possibilities include the lawn of City Hall alongside the route, which has plenty of parking and high visibility, or at Dexter City Park, which has equal visibility and other interpretation but no clear place to park.

Additional experience hubs could be placed in high traffic, public areas such as the Dexter Ride and Share (though this would probably serve as a better place for a Byway Welcome Hub).

Wayside Exhibits

Wayside exhibits are interpretive panels placed along roads and trails to help visitors understand stories and meanings behind a specific resource or landscape. Photos, illustrations, and concise messages attract and hold a viewer's attention as they learn the stories of a site.

Wayside exhibits are an effective medium to communicate with travelers because they are always available regardless of time of day or year. When installed next to the objects or sites that they interpret, they can immediately answer a viewer's questions. They are a straightforward, non-intimidating way to connect visitors with significant stories on the byway.

Wayside exhibits can visually convey a byway's personality. Historic photos show what a place looked like in the past. Wayside exhibits share site-specific stories of a community, placing them into a broader context and connecting with universal meanings. They can show views from space or magnify tiny objects. They can showcase flowers blooming through a prairie summer or rarely seen wildlife.

Today's technology offers a range of opportunities to enhance interpretive panels. Panels can be cut into different shapes. QR codes can connect visitors to websites, video, and audio to add dramatic first-person stories, bird calls, or other audio.

Wayside Exhibit Design Recommendations

Wayside exhibit panels developed for WPR should incorporate the following design elements:

- Weathering steel supports with thematic cut-out graphics similar to the experience hubs. The Iowa Byways logo should be used on the supports if they are made of the same steel.
- WPR and Iowa Byways logos
- Replication of colors, font styles, and graphic elements used on experience hubs.
- Website addresses and QR codes to connect visitors to online content.

Messages:

- As a rule of thumb, use no more than 60-70 words for the main message of a panel.
- Most visitors will look at an interpretive panel for only a few seconds. Apply the 3-30-3 Rule, a hierarchy that provides 3-second, 30-second, and 3-minute message levels.
- Describe with concrete nouns and active verbs. Avoid adverbs and adjectives.
- Relate to the reader with familiar terms, personal pronouns, metaphors, and quotes.
- Provide multi sensory involvement with tactile and audio devices.

Size: Wayside exhibit panels should be large enough to be noticeable

and easily read but not so large that they detract from the landscape. A recommended size of 24-by-36 inches can be used with either non-framed or framed support styles.

Installation: Wayside exhibit panels should be installed at a 30- to 45-degree angle to the ground, which offers the best view to a standing or sitting person. They should be placed high enough above the ground, a minimum of 30 inches at the lowest edge, to allow a person in a wheelchair to get close.

Recommended Wayside Exhibit Sites:

These proposed wayside exhibit locations are an initial recommendation but other sites may be identified as communities become more invested in byway planning.

- Adair Viaduct Bridge (would likely need to be located at the Adair City Park)
- Jesse James Historical Marker (Adair)
- Wagon Trail Ruts (Casey)
- Kalbach Station & Friendly Gas Station Man (Menlo)
- Bonnie & Clyde Bank Robbery Site (Stuart)
- Rock Island Railroad Depot (Stuart)
- Parts of 1853 Newton Stagecoach Route/Underground Railroad/Quaker Divide (*Dalmanutha Cemetery, Morrisburg Cemetery, Glendon Church, Monteith/Monteith Cemetery, Gopher Station, Bear Grove Cemetery/"Huddleville")
- Rock Island Railroad Depot (Stuart)
- Saints Center for Culture and the Arts

Welcome/Visitor Center Exhibits

Welcome and tourist information centers are important sites where byway information should be prominently displayed. In addition to brochures and booklets, an interactive exhibit in the form of a touch-screen computer should be considered at these locations to alert

travelers to the existence of the byway and to help them plan trips to byway attractions.

There is currently only one welcome center along WPR, the former church in Casey.

The purpose of a byway interactive exhibit is to:

- Make visitors aware of the byway and its attractions
- Facilitate impromptu planning for visitors
- Heighten people's expectations with dramatic visuals of scenic attractions and dynamic events such as festivals and parades
- Introduce the "byway brand" through its logo and characteristic fonts and colors, preparing travelers to recognize attractions like experience hubs and wayside exhibits as they drive the byway

A touch-screen computer is an ideal tool to achieve these purposes because:

- They are easy to use - reaching out and touching symbols on a screen comes naturally to many people and symbols and icons are more universally understood than words
- They empower visitors to seek their own information rather than asking staff who may be busy or aren't informed about the entire byway
- Touch screens offer a durable, widely used technology

Design Recommendations:

The exhibits should be designed small enough to fit inside welcome centers where space may be limited, yet large enough to attract attention.

- A sign may be placed above the kiosk to draw visitors' attention and clearly delineate it as a byway kiosk
- A large map of the byway, the byway header and logo, and iconic

photographs should be included on this sign

- A rack installed next to the sign could hold byway booklets or brochures (or printed, folded maps)
- The touchscreen computer will provide digital information about the byway that can be updated easily
- One of the options might be to create a custom itinerary or a choice of theme-based itineraries, which could be printed out by the staff at the welcome center or sent to the visitor's cell phone

Guided Walks, Drives or Presentations

Guided walks, drives or presentations are fun ways to delve deeper into some of the stories of the byway for those visitors who are interested in those themes. They can be offered for special occasions, events or holidays, or by appointment. They do require knowledgeable tour guides who would be available to lead the tour or give a presentation to a group, an organization to help promote and coordinate the tours and schedule the guides, and possibly transportation if a guided tour will be given to a group on a single vehicle (like a bus or horse-drawn wagon). Fees could be charged for the tours or presentations, they could be offered at no charge, or money could be collected to help preserve the cultural and historical assets of the byway.

Some possible guided walks, drives or presentations could include the following:

Renegades, Outlaws & Outsiders

Sites to visit by vehicle would include:

- Barrow Gang Shootout Site and former Dexfield Amusement Park
- Site of Bonnie & Clyde bank robbery
- Dexter City Museum

- Rock Island Railroad Depot (Jack Kerouac, On the Road)
- Jesse James Train Robbery Site

The Underground Railroad / 1853 Stagecoach Route

Sites to visit by vehicle would include:

- Dalmanutha Cemetery
- Morrisburg Cemetery
- Glendon Church
- Monteith Cemetery
- Gopher Station
- Bear Grove Cemetery/“Huddleville”

Branding – The WPR Visual Identity

Official name: White Pole Road Scenic Byway

Iowa Byways Logo:



The Iowa Byways system-wide graphic identity is a 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).

White Pole Road Scenic Byway 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 surrounded by a black frame with white lettering and each sign includes a system-wide Iowa Byways identity graphic above the logo, showing its state affiliation. The palette reflects the colors of the landscape and sky along the White Pole Road Scenic Byway. 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 detail specifications for using scenic byway logos in print, digital, and promotional applications as well as road signs.

Font (for signage): Gill Sans in all Caps

Our Color Palette: A color palette is a set of colors used in a visual medium. The WPR palette incorporates colors from the WPR logo. Additional colors from the Iowa Byways brand could be added to this palette in some instances.

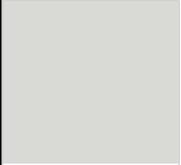
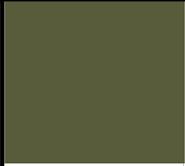
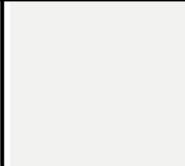
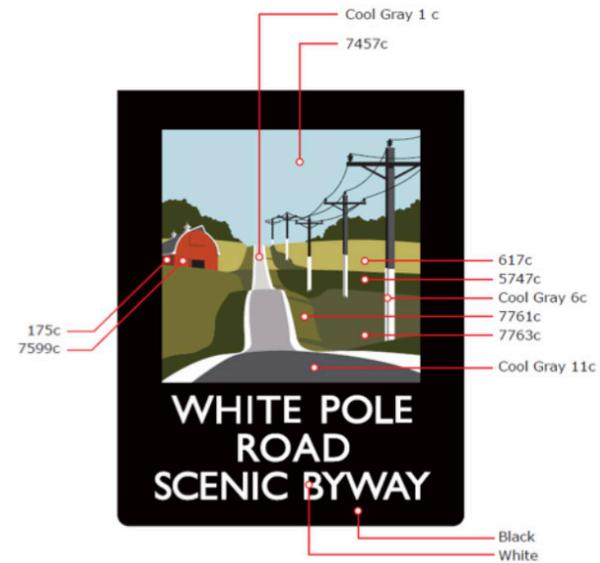
				
PANTONE Cool Gray 1 C	PANTONE 7457 C	PANTONE 175 C	PANTONE 7599 C	PANTONE 617 C
				
PANTONE 5747 C	PANTONE Cool Gray 6 C	PANTONE 7761 C	PANTONE 7763 C	PANTONE 11-0601 TPX Bright White

Figure 10: White Pole Road Scenic Byway Graphic Identity Specifications



The typeface for "WHITE POLE ROAD SCENIC BYWAY" is Gill Sans set in all caps.

Colors for the White Pole Road graphic identity:

Cool Gray 1c	Cool Gray 6c
Sky Blue 7457c	Ditch Green 7761c
Barn Red Shadow 175c	Medium Green 7763c
Barn Red 7599c	Black
Bright Green 617c	White
Dark Green 5747c	