

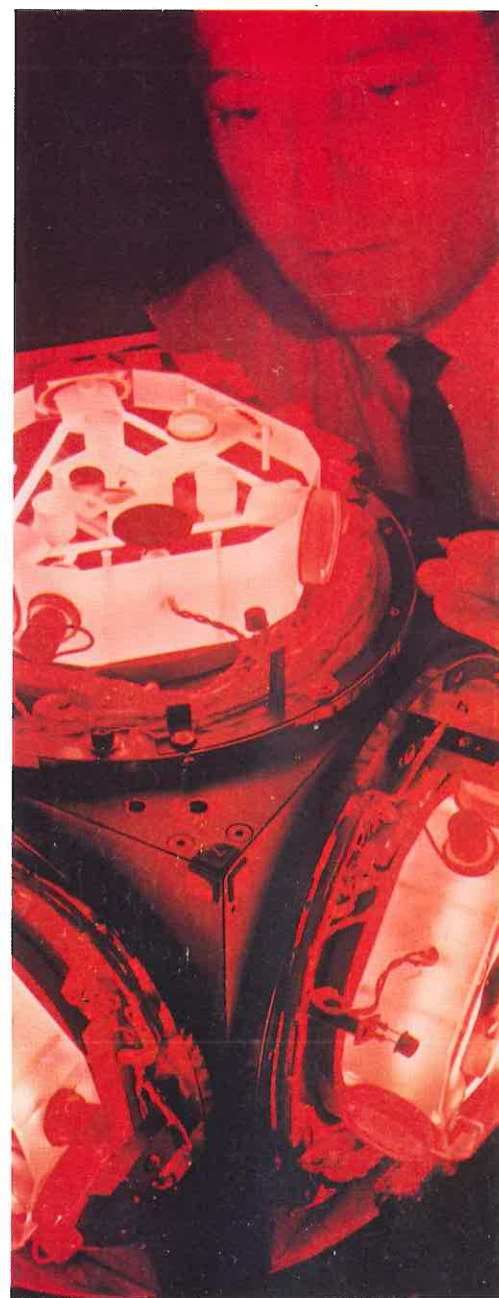


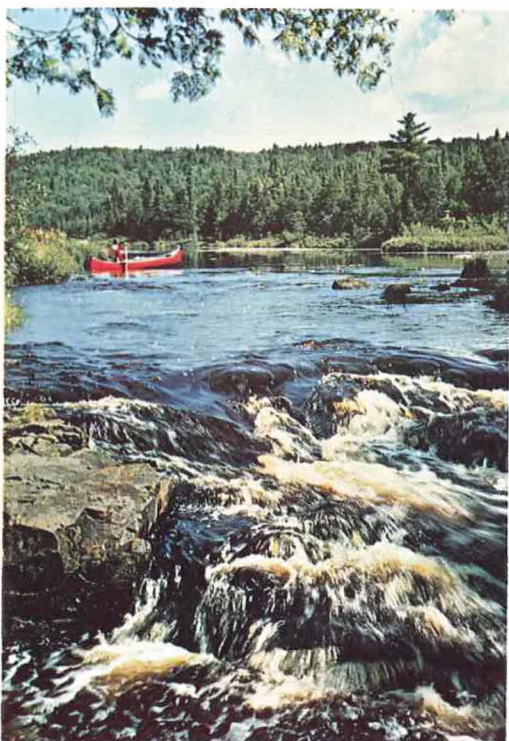
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# MINNESOTA

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Today





## Minnesota Today: Rich in Beauties and Bounties

Minnesota today is by no yardstick ordinary. It possesses a unique combination of people, economic endeavor, recreational opportunity, and scenic beauty.

Nature has blessed Minnesota with distinctive geographic characteristics. Much of the northern portion of our great state abounds with woods, lakes, and streams. In certain northern areas, nature is left unmolested. The southern section is characterized by gently-rolling, crop-rich farmland. The seven-county metropolitan area is a thriving center of business, commerce, education, and culture.

Once dominated by farming, forestry, and fur trading, Minnesota industry and

agriculture today contribute almost equally to the state's economy. And today our diversified business complex is as dependent upon the technical and management skills of our people as upon our natural resources.

For this and other reasons, one of Minnesota's most important resources is its people. A composite of groups with a variety of ethnic backgrounds, Minnesotans today are intelligent, skilled, and enterprising, with a friendly, help-one-another spirit.

Through the pages of this book, we hope to arouse your enthusiasm to discover — or perhaps re-discover — the many beauties and bounties of our state, and to encourage you to become a "Minnesota salesman".





American Industrial Development Council  
1969 Literature Awards Competition  
*Winner — Best of Class • Winner — Best of Exhibit*



BEST  
OF  
EXHIBIT



BEST  
OF  
CLASS

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## Minnesota: A Good Place to Live, Work and Play

Minnesota today is moving forward with the intrepid spirit of early explorers who opened the Minnesota territory more than a century ago.

That spirit has brought Minnesotans the many amenities that contribute to a rewarding life. A recent study comparing social, economic, and political conditions in all states ranked Minnesota second in the nation as "a good place to live".

The study, which used the nine domestic goals set by the Eisenhower Commission on National Goals, ranked Minnesota first in Individual Equality, and Health and Welfare; among the top five states in the Democratic Process, and in Economic Growth; and among the top 10 in Status of the Individual, Education, and Living Conditions.

Minnesota today is the gateway to the Upper Midwest and the wide-open West. It serves as the financial, manufacturing, retail, and transportation center of the sprawling northern plains.

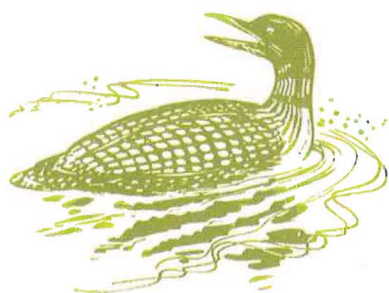
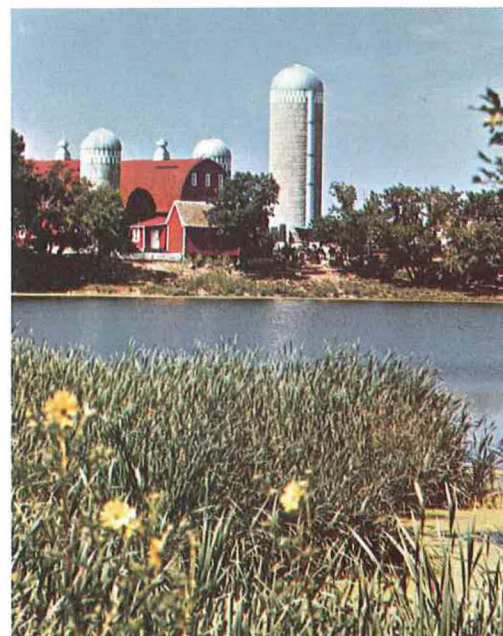
Whether it was a Frenchman or a Viking who first explored the Minnesota territory is debatable. The Kensington Runestone, discovered in 1898, purports to record a visit of Vikings in 1362. However, continuous recorded history indicates that those who opened the territory included such persons of

the French regime as Robert Cavelier, sieur de LaSalle, Samuel de Champlain, Jean Nicolet, Father Louis Hennepin, sieur Duluth.

Through their efforts, the great northern wilderness was claimed as part of the French Empire in America. However, when France yielded to Great Britain in the Treaty of Paris in 1763, the Union Jack replaced the flag of France in that Minnesota territory east of the Mississippi River. After the American revolution, the territory passed into the possession of the United States. Minnesota territory west of the Mississippi, previously under the sovereignty of Spain, came to the United States as part of the Louisiana Purchase.

First effective step toward settling the Minnesota territory came with the building of Fort Anthony in 1819 (renamed Fort Snelling in 1825). Located at the junction of the Mississippi and Minnesota Rivers, the fort served primarily as a military center and base for exploration further west.

Actual settlement began in the 1840's when the government purchased from the Indians a triangle of land between the St. Croix and Mississippi Rivers, and the bulk of the land west of the Mississippi. Homes, schools, and businesses sprang up. Stage coaches and railroads served the territory. In 1858, Minnesota was admitted to the union as the 32nd state.





*Minnesota today is people. Skilled and semi-skilled, highly trained and highly trainable, Minnesota's people supply the leadership — and energy — necessary to fuel an ever-expanding state economy. Residents reflect a strong dedication toward education, the arts, and their work. Aware of civic responsibilities, they've built the amenities for pleasant living . . . a strong — and flourishing — Minnesota.*



Minnesota today is a modern landscape painted by a dynamic people. Generation has built upon generation to shape a state rich in tradition, aggressive in spirit, and bright with promise. And in a land of abundance, the talent and character of 3.5 million citizens makes this a vigorous — and flourishing — Minnesota.

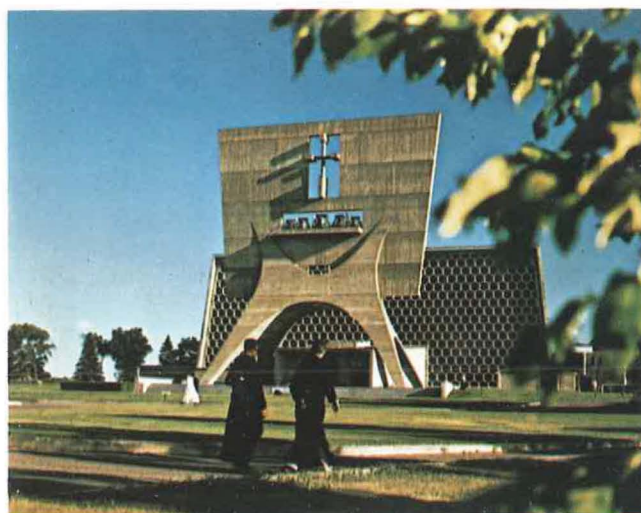
In its architecture, industry, festivals, and faces, the flavor of the Minnesota present has been strongly seasoned by the pioneer heritage of a Minnesota past.

With the massive wave of immigration in the latter half of the nineteenth century, Minnesota welcomed within its borders a cosmopolitan mixture of Germans, Norwegians, Danes — and Swedes, along with a liberal number of English, Irish, Icelanders, Finns, and Poles. Joining with Yankee tradesmen and eastern lumberjacks, the immigrant farmers came to Minnesota to establish their communities in fertile and picturesque old country settings. Olsons, Prohaskas, Millers, and Bouchards founded communities with names like Lindstrom, New Prague, New Ulm, and LaCrescent. Today, the communities remain . . . but shaded beneath a canopy of broad-leafed Americana.

The assimilating forces of economy, education, and social mobility have thinned the purely ethnic strains of the state's once homogeneous settlements. German and Swedish — formerly the normal verse used in sidewalk conversation — have been replaced by schooled phrases in French, Spanish, and Russian as a new generation of Minnesotans voice their response to the needs of a shrunken, 20th century world. Yet the European heritage has not been forgotten. Or completely abandoned. Minnesota's native-born have inherited an exceptional variety of cultural traits which set them apart — and usually above — the rest of the nation's people.

By applying flesh tones to pallid statistics, the model Minnesotan begins to reveal his — or her — personality.

On the average, state residents are young. Median age is 28.6 years. At this age, careers are only beginning to form





and children are only beginning to appear in households. He or she is an urban dweller. Today, 62.2 per cent of all Minnesotans live in cities or suburbs. And three out of four of them own their own homes — 10 per cent above the national average. His or her credit rating is among the highest in the country — as are per capita savings.

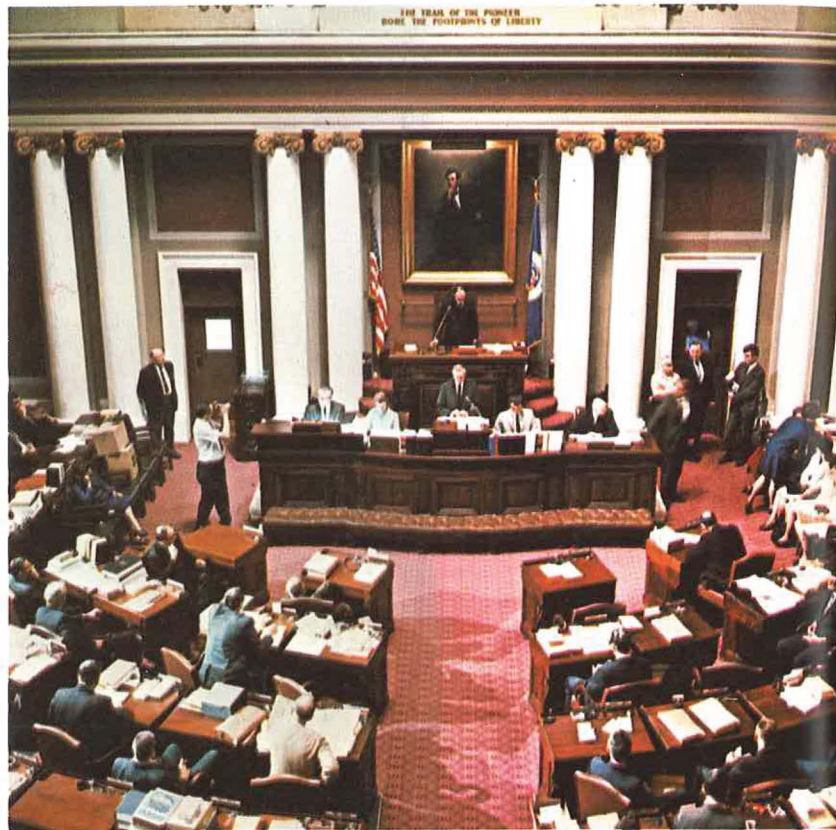
In government, state citizens are politically active, independent, and prone to experiment. Minnesota was first to enact a statewide compulsory primary law and first to elect its legislators without party designation. In the last presidential election, 71.1 per cent of Minnesota's eligible voters turned out at the polls. This was a response better than 13 per cent above the national average.

And political awareness is matched by a high moral standard. A religion-centered people, 70.3 per cent of the state's 3,576,000 population are church members. The corresponding U.S. figure is 64.3 per cent.

Stability is yet another prominent personality feature. Occupationally, state workers have compiled one of the nation's best and most consistent on-the-job safety and attendance records. In 1965, they lost only 4.65 work days — this compared to 8.82 days lost throughout the rest of the country. Work stoppages due to labor disputes are only one-fifth the national figure.

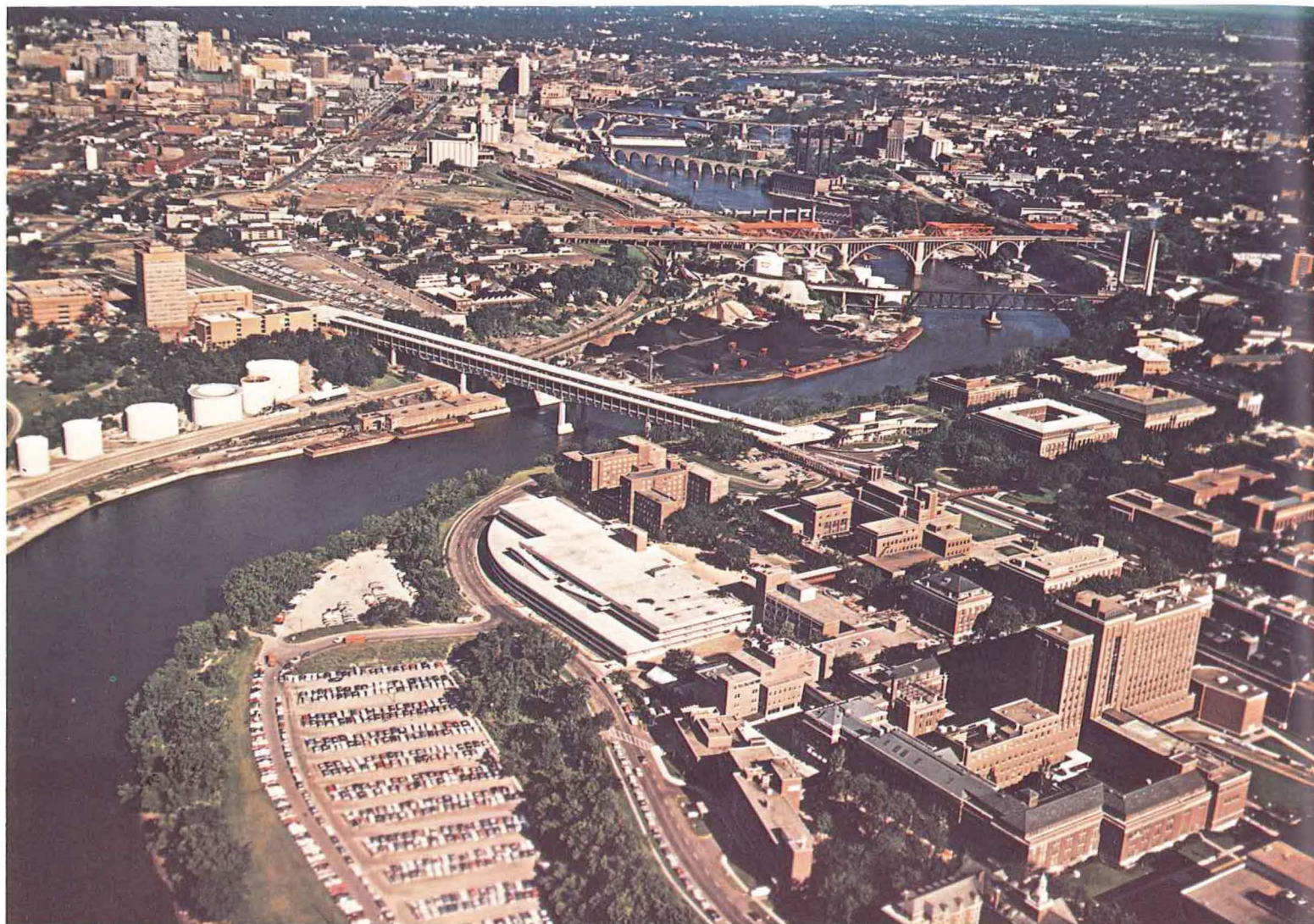
Skilled, stable, outdoor-minded, prosperous, well-educated, and hardy are only a few of the statistical attributes outlining the personality of the average Minnesotan. And Minnesota is purely a product of its people.

*Minnesotans stand apart — and usually above — the rest of the nation's people. Thrifty, their per capita savings and credit ratings are among the country's highest. Strength of religious conviction is mirrored by low crime rates. They're active and outdoor-minded in a recreation-inducing state. According to insurance reports, residents of Minnesota live in a natural health belt and attain a longevity greater than that of their U.S. counterparts.*





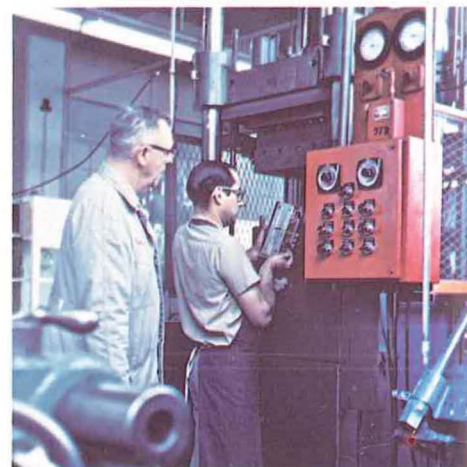
*The University of Minnesota's Minneapolis campus, the nation's largest with some 39,834 students, spans both banks of the Mississippi.*



*The University's graduate and medical schools are world-famed for their contributions in research.*



*An elementary and secondary education is guaranteed all Minnesotans between the ages of 5 and 21.*



*Minnesota's skilled labor force is largely the product of its 25 technical-vocational schools.*

The quality of Minnesota's educational system is maintained through an annual investment of \$634 per pupil, the nation's twelfth highest.

Education in Minnesota today is a well driven vehicle moving on a fast track. Approximately one of every five residents is a full-time student. Enrollment at Minnesota's tuition-free elementary and secondary schools has surpassed the 900,000 mark and some tens of thousands of other youngsters attend private and parochial schools.

An educational investment of \$634 per pupil per year — the nation's twelfth highest — has produced dividends in the form of the country's second lowest dropout rate. Today, 85.5 per cent of all Minnesota ninth graders complete their high school educations as compared to 65.6 per cent for the balance of the nation.

Moreover, 39.4 per cent of Minnesota's high school graduates elect to continue their education. Whether it be vocational training or programs geared to the humanities, pure, applied, or social sciences, the state's 87 institutions of higher education provide students with the broadest and best in curriculum, faculties, and facilities. Of the 87 educational institutions in Minnesota, 25 are area vocational-technical schools, 17 are public junior colleges, nine are private junior colleges, 27 are private liberal arts colleges or universities, and five are state-operated four-year colleges.

Measured purely in terms of population, the nation's 18th largest state supports the nation's third largest University. The University of Minnesota, spread across three state campuses and encompassing 12 additional research, experimental, and branch stations, provides instruction for more than 46,000 full-time students as well as adult or continuing education programs for 26,000 others. The Minneapolis-St. Paul campus contains the largest single-campus enrollment of any educational institution in the country with 39,834 students. And its graduate school is listed among the nation's top ten in number of PhD's conferred annually.

During 1965-66, the University expended in excess of \$28 million in research activities involving some 1,600 projects. Educational research, coupled with the location of more than 170 electronics and brain industry firms within the state, have contributed to Minnesota's being listed among the leaders in scientific manpower. The National Register places Minnesota eighth in the U.S. in terms of scientists in the labor force.

But the effectiveness of the state's educational system, at all levels, public or private, is probably best measured through scores attained by Minnesota men as they take their military induction exams. Minnesota consistently ranks among those states having the lowest number of men rejected by the draft for failure to pass mental tests. Rejection rates for Minnesotans are but one-fifth the national average.



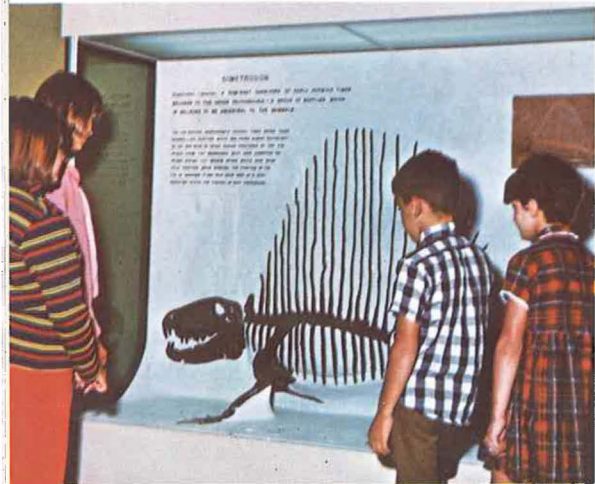
Shattuck School, founded in Faribault in 1858, offers its 257 students a pre-college education. It's one of 61 privately-funded prep schools in Minnesota.

Many Minnesota schools offer sophisticated programs in science and technology. More than 170 "brain industry" companies are located within the state.



All year-round, grassroots theatre is performed at its lively best in every area of the state.

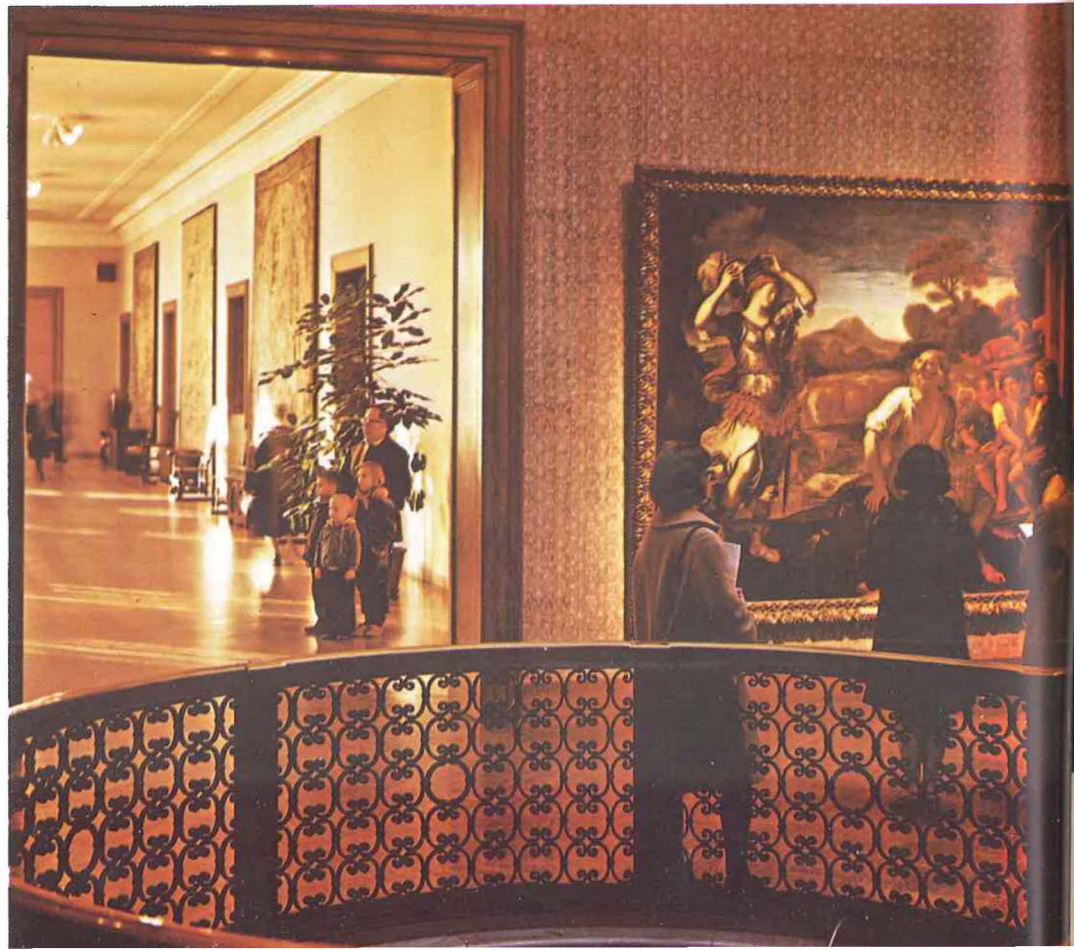
The St. Paul Arts & Science Center combines a number of cultural functions beneath one roof.



Typifying the activity in all areas of the Minnesota arts are these singing barbershoppers.

The Minneapolis Institute of Arts, housing a \$25 million collection, hosts 200,000 people yearly.

Symbolizing excellence in professional repertory theatre is the 1,437-seat Tyrone Guthrie Theatre, since 1963 home to the Minnesota Theatre Company.





*Widely-renowned and well-traveled, the Minneapolis Symphony Orchestra annually performs before 519,000 concert-goers during its 39-week season.*

Measured by any yardstick, the arts have seldom seen better days or longer seasons. Especially in Minnesota where today, few residents lack the opportunity to see or hear the best in the performing and visual arts. Countless schools and colleges, churches, civic, and private organizations present concerts on a regularly scheduled, year-round basis. Resident symphony orchestras are supported by many Minnesota communities, notable among them being those at Duluth, St. Cloud, and Rochester. And perhaps the reflection of a strong Germanic and Scandinavian heritage, some of the world's finest a capella choirs are located on campuses and in municipalities throughout the state.

Theatre is yet another of Minnesota's well-dressed and well-fed cultural offspring. Community companies from Austin to Bemidji provide imaginative amateur productions impressive in both their quality and quantity. Civic and industry-sponsored galleries, touring exhibitions, campus lectures and workshops cater to the tastes

of those Minnesotans whose appetites favor painting, sculpture, and other allied art forms.

The cultural scene in and around the metropolitan Twin Cities area is stimulated by such internationally-recognized institutions as the Minneapolis Symphony Orchestra, the Walker Art Center, the St. Paul Civic Opera Company, the Apollo Club, the St. Paul Philharmonic Society, the Minneapolis Institute of Arts, and the University Artists Course . . . listing only a few. The Tyrone Guthrie Theatre, located in Minneapolis, is one of only four resident repertory theatres in the nation.

Adding even more substance to those flourishing cultural houses are touring ballet companies, visiting Broadway troupes, and guest appearances made by nationally famed artists. The Metropolitan Opera Company gives one of only five performances away from its New York stage when it appears each year at Northrop Auditorium on the University's Minneapolis campus.

Medical experts rate two of Minnesota's hospitals among the nation's top ten: St. Mary's in Rochester and University Hospitals in Minneapolis.



Rochester's world-famous Mayo Clinic, with 440 full-time staff physicians and 2,400 additional medical employees, treated 197,600 patients in 1966.

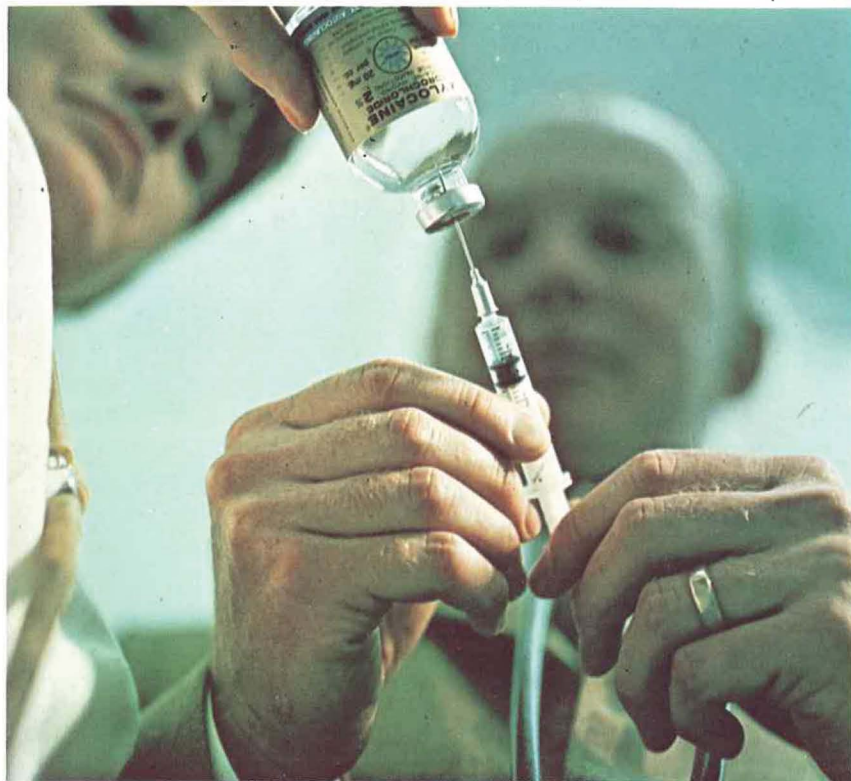


The world's first open-heart surgery was performed at University Hospitals, now the nucleus of one of the nation's outstanding medical centers.



Minnesotans are born with one of the lowest infant death rates in the United States. Also well-developed are medical programs for children.

Minnesota ranks well above the national average in terms of health manpower per 100,000 population with 5,238 physicians licensed to practice.



Minnesota medical researchers have pioneered advances in organ transplants, cardiac surgery, and cancer chemotherapy.



The Minneapolis-St. Paul metropolitan complex has been rated by environmental health specialists as "seventh healthiest" in the United States.

One of Minnesota's most widely-distributed exports is its record of accomplishment in the areas of health and medicine.

Each year, nearly 200,000 people — some 47 per cent of them nonresidents — come to Rochester's Mayo Clinic to receive the finest in medical diagnosis and treatment. And add to that number the countless others who are given the best in care and repair at the University of Minnesota Hospitals and Medical Center, the Gillette and Shriners Hospitals for Crippled Children, the Variety Club Heart Hospital, the Kenny Rehabilitation Institute, and/or any of the 205 medical treatment, research, restorative, or educational institutions located throughout the state.

Measured by facilities alone, accomplishment in health and medicine has long been a Minnesota tradition. But the tradition stems from a broader base.

In 1882, Minnesota lumberjacks began advancing \$12 per year to Duluth hospitals in what was one of the nation's initial hospitalization programs. In 1897, Minnesota became the first state in the country to treat crippled children at public expense. In 1909, Minnesota established the world's first university school of nursing. Today the tradition continues.

Minnesotans rank above the national health standards even at birth. They are born with one of the lowest infant mortality rates of any state in the country, and, according to the nation's life insurance companies, Minnesota residents attain a higher longevity than any of their counterparts.

Perhaps these high health standards are a reflection of the state's excellent medical facilities. In 1966, Minnesota's 205 hospitals reported 633,507 admissions. The standards might be credited to a high health manpower-to-population ratio. Minnesota, with 26 nursing education programs, ranks seventh in the nation in number of nurses graduated annually. Perhaps it's a measure of an active, outdoor-minded population living in a recreation-inducing state. In 1967, a jury of ten leading environmental health experts rated Minneapolis-St. Paul "the seventh healthiest metropolitan complex in the United States."

Whatever the reason, Minnesotans are a robust, active, and productive people. It's an enjoyable tradition.



*Built along the banks of the Mississippi River, St. Paul is the state's capital and second-largest city. It's a complex manufacturing, transportation, and retail center.*



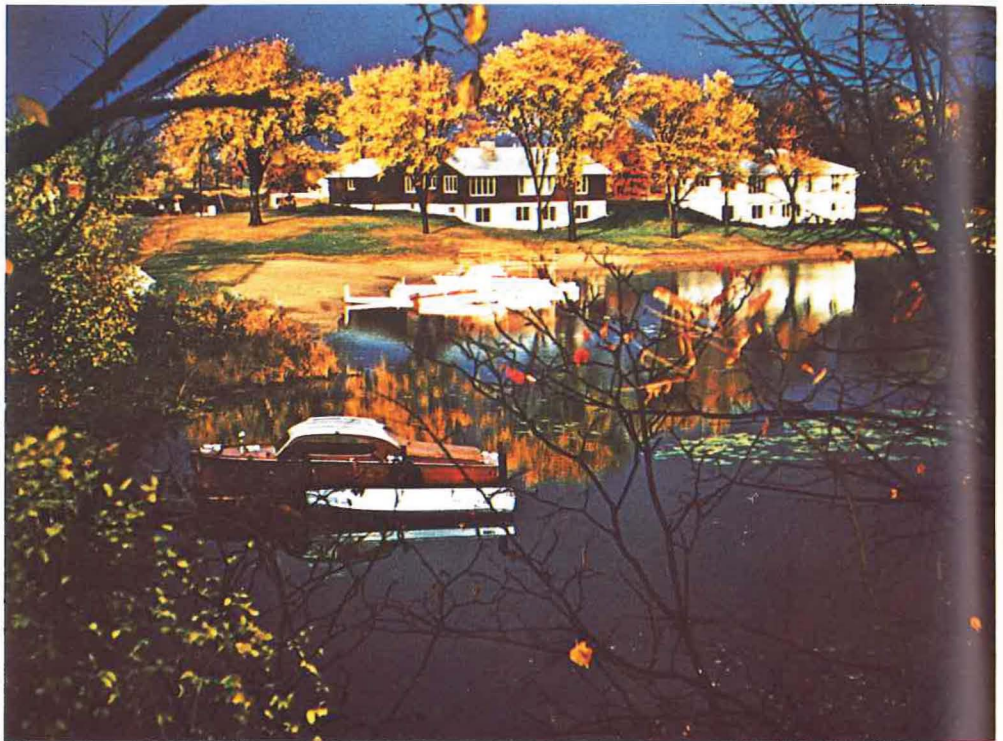
*Lakeside homes are numerous in the Twin Cities metropolitan area and three out of every four housing units are owner-occupied — well above the national average.*

To borrow a title from Charles Dickens, Minnesota's largest metropolitan area is basically "A Tale of Two Cities." Minneapolis and St. Paul, the state's "Twin Cities", serve as the manufacturing, wholesaling, retailing, financial, educational, and communications core for an adjacent seven-county area whose population today is more than 1.7 million and whose effective buying income exceeds \$4 billion per year.

These mature but relatively young Twin Cities have as their geographical nucleus the Mississippi River and they mark the northernmost point of its navigation. The seven-county area is characterized by undulating to gently-rolling terrain features and includes 653 lakes within its well-watered boundaries.

Minnesota's capital city, St. Paul, is also the Ramsey County seat. Government — city, county, and state — ranks as the city's fourth largest employer. The most populous of the state's 87 counties is Hennepin and Minneapolis is its seat. With 950,000 residents, Hennepin County has a population greater than that of 12 of the nation's 50 states.

According to the United States Census Bureau, the suburban area surrounding the Twin Cities has more than doubled in population over the last five years. The spectacular increases shown by these 45 suburban communities have made this the nation's third fastest growing metropolitan area.



*Minneapolis is the urban heart of a vast agricultural market area. The "City of Lakes" is a picturesque blend of natural beauty with diversified industrial strength.*



## Vikingland



Vikingland, occupying the Northwestern sector of Minnesota, takes its name from a journey purported to have been made in 1362 by "eight Goths and 22 Norwegians" traveling from "Vinland westward" who carved their discoveries in Runic on a stone unearthed near Kensington in 1898. There are many who might deem it appropriate that Minnesota — and America — was discovered by Scandinavians. If indeed it was. But whatever the historic fact, today the stone—and the legend—remain.

Vikingland is a region which has been more than doubly blessed by nature. Here, the mighty Mississippi is only an infant as it begins its 2,552-mile trek to the Gulf from its source at Lake Itasca. And here, retreating waves of glaciers have carved and filled innumerable lake chains to make this an area well-known for its resort and recreational facilities.

Also in this region is the soil-rich Red River Valley, one of the world's most productive agricultural areas. The region's topography, flat to nearly level, lends itself to large-scale farming operations which contribute to Minnesota's being ranked as one of the world's foremost producers of grain, sugar beets, and potatoes.

*Minnesota's 17.4 million acres under cultivation make it the nation's third largest agricultural land area.*

*Vikingland's many lakeside resorts range from lavish to rustic and offer every choice of accommodation.*

*Livestock and livestock products account for \$1.3 billion of the state's \$1.9 billion total cash farm income.*



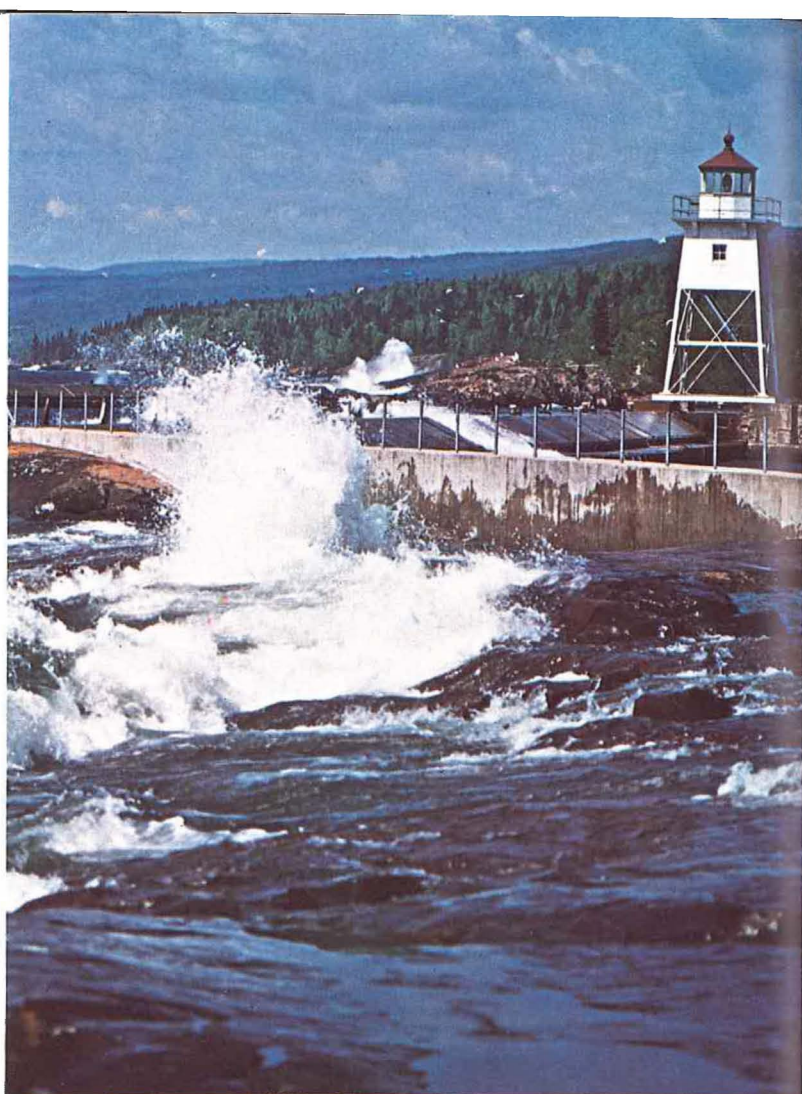


Minnesota's Arrowhead is a large scale land of contrasts. The region incorporates the state's third largest city, Duluth, with a population of more than 108,000; a public wilderness area in excess of 3.5 million acres; mineral deposits which at one time accounted for 60 per cent of the nation's total supply of iron ore; and approximately 150 miles of shoreline alongside the largest fresh water lake in the world.

The Arrowhead is characterized by rough, stony, forested terrain and the state's highest point, 2,301 feet at Eagle Mountain, is located in Cook County. Like other Minnesota regions, it counts its lakes in the thousands.

Duluth, the largest city in the Arrowhead, is one of America's greatest ports, second only to New York City in shipping tonnage. Since the opening of the St. Lawrence Seaway in 1959, ships from all over the world have docked at this Lake Superior harbor, 2,342 miles west of the Atlantic Ocean.

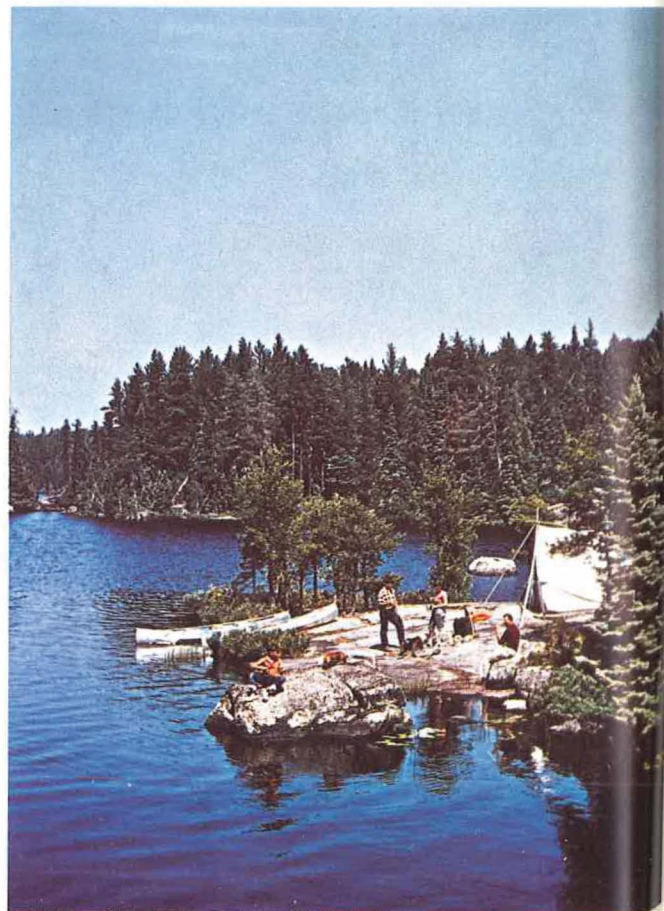
Today, paper, wood-fibre board, and wood pulp products are processed in the region's mills and plants, replacing the raw timber upon which the nation's lumber industry depended only a short time ago. Iron mining has been substantially revised — and the region revitalized — through industry investments of more than \$1 billion toward plants and equipment designed to refine taconite, a relatively low grade ore, into a high iron-bearing concentrate.



*Providing the setting for some of the most beautiful scenery in the Arrowhead are these waves breaking over Lake Superior's north shore.*



*Great stands of timber surround the thousands of lakes in this vast Arrowhead region. Much of the state's forestland, 13 million acres, is publicly owned and open to hunting.*



*Camping in the 3.5 million acre boundary waters canoe area is an experience of splendid isolation. Portage-linked lakes are the only avenues which are open for transportation.*



Pioneerland



*Farm-related business activity employs some 229,000 Minnesotans and ranks well ahead of any other state industry area.*

*Today, approximately 60 per cent of Minnesota's land area is in farms. This represents a figure in excess of 32 million acres.*



"This is America — a town of a few thousand, in a region of wheat and corn and dairies and little groves." So wrote Sinclair Lewis, America's first Nobel Prize winning novelist, in "Main Street," a novel based on observations formed during his childhood years at Sauk Centre — a town located only a little more than a main street away from Minnesota's productive Pioneerland.

Today, this Pioneer region, making up the state's southwest sector, is an area most outwardly typical of that kind of America of which Lewis wrote.

There are nearly 700 rural municipalities of under 2,500 population in Minnesota. The people living in these rural communities compose about 6 per cent of the state's total population and hold nearly 3 per cent of all its jobs. Generally, these are farm-related communities, set amidst some of the richest and most fertile agricultural lands in the world. And generally, these towns have their setting in Pioneerland, again "a region of wheat and corn and dairies and little groves."

Today, Pioneerland is largely an area of prosperous trade and industrial centers spread over a gently-rolling and cultivated countryside; historically, it's a buffalo-grassed prairie region where the Sioux fought their last battles before withdrawing westward to the Dakotas. Many traces of Minnesota's colorful past are preserved in sites maintained within Pioneerland boundaries.

*The Minnesota River, cutting a scenic 332-mile swath through soil-rich Pioneerland, was the final battleground for the Sioux in 1862.*



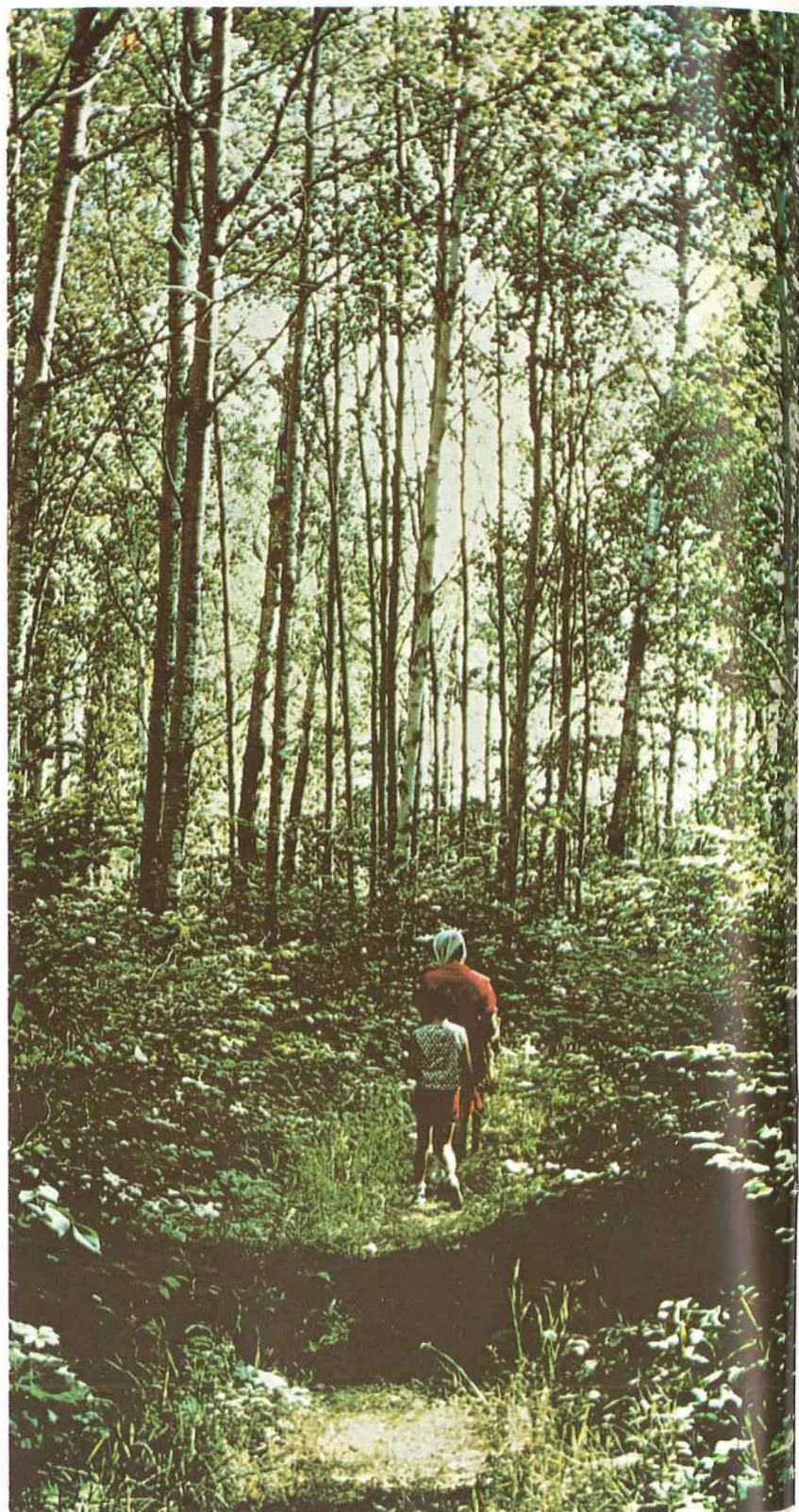
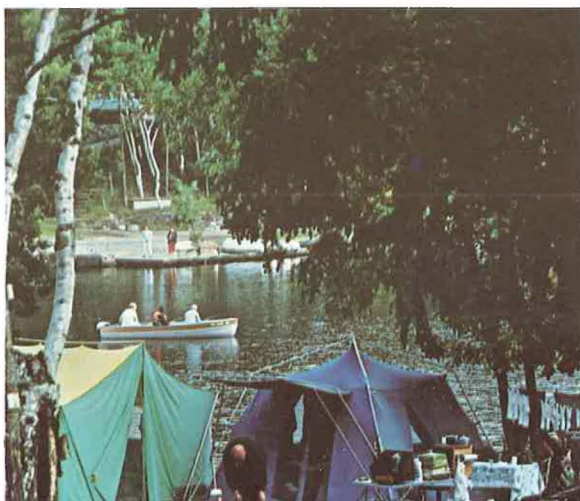
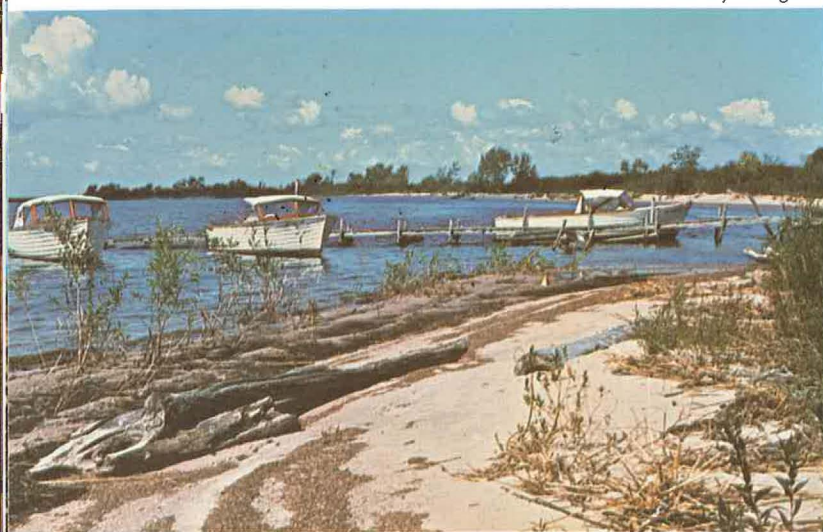
Legend has it that Paul Bunyan and his giant blue ox, Babe, created the many thousands of lakes in Minnesota's forested Heartland region by leaving huge footprints which later filled with water. But it's an unromantic fact that these lakes, like the state's fertile fields and rolling countryside, were products of a benevolent glacial sheet retreating northeastward some thousands of years ago during the Ice Age. Today, these natural endowments make the Heartland one of the nation's finest vacation areas.

All of Minnesota is lake country but five of the 26 largest fresh water lakes in the United States lie within or along Heartland boundaries: Lake of the Woods with a water surface of 1,485 square miles; Upper and Lower Red Lake, 451 square miles; Lake Mille Lacs, 207 square miles; Leech Lake, 176 square miles; and Lake Winnibigoshish, 109 square miles.

Fishing in this region is superb — as is hunting. Deer are numerous and waterfowl, attracted by an abundance of wild rice, are plentiful.

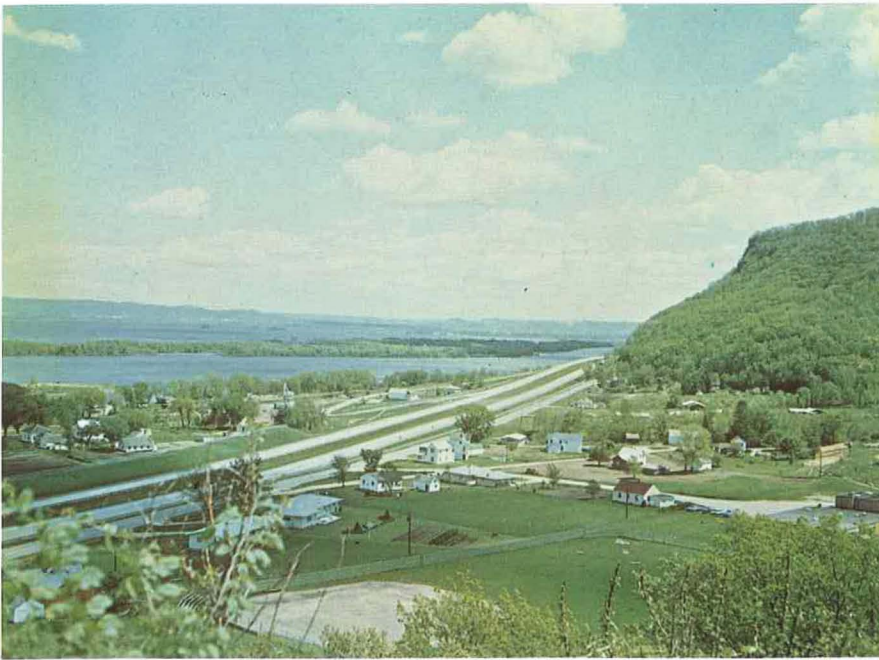
Combined with services directed toward recreation, industrial activities in the Heartland include: boat and rail car manufacture, granite quarrying and processing, commercial fishing, wood pulp and paper processing, apparel design and manufacture.

*Minnesota's Heartland contains the heaviest concentration of lakes in the state — and this includes five of the country's largest.*



Nearly 19 million acres, or one land acre of every three in Minnesota, are forested. The state's park system is seventh largest in the nation.

Camping and picnic areas, many of them equipped with boat launching facilities for fishermen, are popular attractions in the Heartland region.



## Hiawathaland



*Designated one of America's most scenic drives, U.S. Highway 61 hugs the high bluffs which front the Mississippi River.*

*Miles of beaches along navigable Mississippi waters attract a major portion of Minnesota's large pleasure boat fleet.*

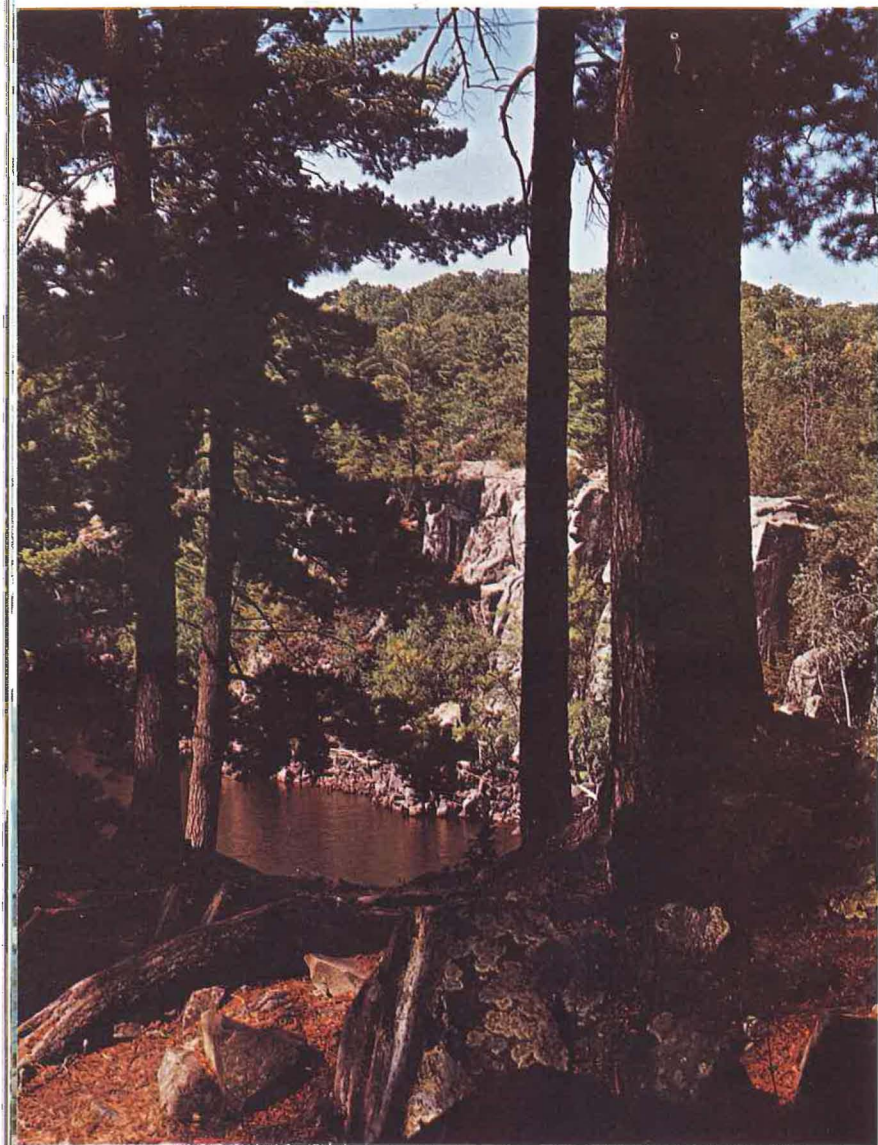


Named after an Indian brave immortalized by Longfellow, Minnesota's Hiawathaland occupies the state's southeast corner and is dominated by the Mississippi River. Much of the recreational activity in this picturesque area is keyed to Lake Pepin, a 2.5 mile swelling of the Mississippi which continues for 35 miles through the rugged Hiawatha Valley. In this, the only unglaciated terrain in the state, the gently rolling landscape gradually sweeps into high, spectacular bluffs along an eastern, 120-mile front with the storied "Father of Waters."

Today, it's a region of productive farmlands, hardwood forests, trout streams, and orchards. It includes a world-famous medical clinic, a number of the nation's largest meat and food processing firms, and several of the country's foremost liberal arts colleges. Its prosperous communities are among Minnesota's oldest.

Rochester, with a population of nearly 50,000, is the region's largest city. It has moved from a farm trade market to a world medical center, and more recently into a diversified industrial community. A number of other cities whose plants produce items ranging from satellite components to woolen blankets add further to Hiawathaland growth.

*Minnesota is a land of varied agriculture. Although a rural to urban shift is evident, the percentage of Minnesotans on farms is twice the national average.*



*The St. Croix River Valley is a picturesque reminder that the land of 10,000 lakes has 400 rivers and streams within its borders.*

*Making nature their only neighbor each summer are 380,000 people who take up housekeeping along Minnesota lakes.*



Nature is Minnesota's most abundant and most appreciated resource. Taking its name from the Sioux, the "land of sky-tinted waters" has within its borders 14,215 fresh water lakes of 10 acres or larger, 1,900 miles of trout streams, 13,100 miles of inland rivers and, along its edge, the 2,112 square mile water surface of Lake Superior. Four waves of glaciers have left Minnesota with more surface water than any other state in the nation, some 4 million acres, or enough to cover Delaware and Rhode Island.

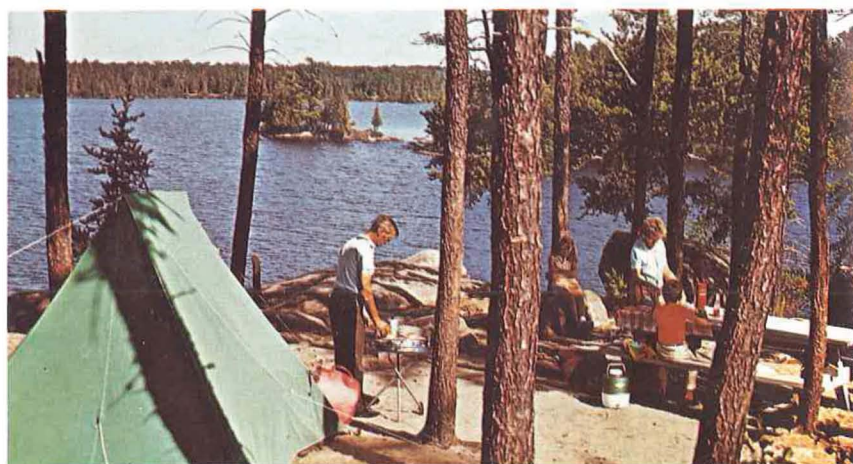
More than 164 kinds of fish may be found in Minnesota waters, along with 362 species of birds and 81 varieties of mammals ranging through the state's scenic forests.

Minnesota's outdoors and recreation facilities annually attract some 3 million tourists who, along with state residents, make vacationing Minnesota's fourth largest industry. In excess of 3,000 resorts are located throughout the state and are capable of accommodating over 150,000 guests at any one time. Variety is the hallmark of Minnesota outdoors — in climate as well as in activities and accommodations.

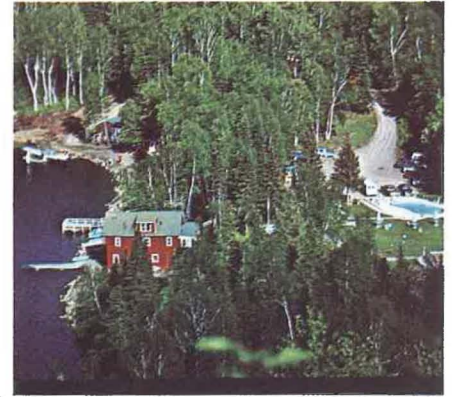
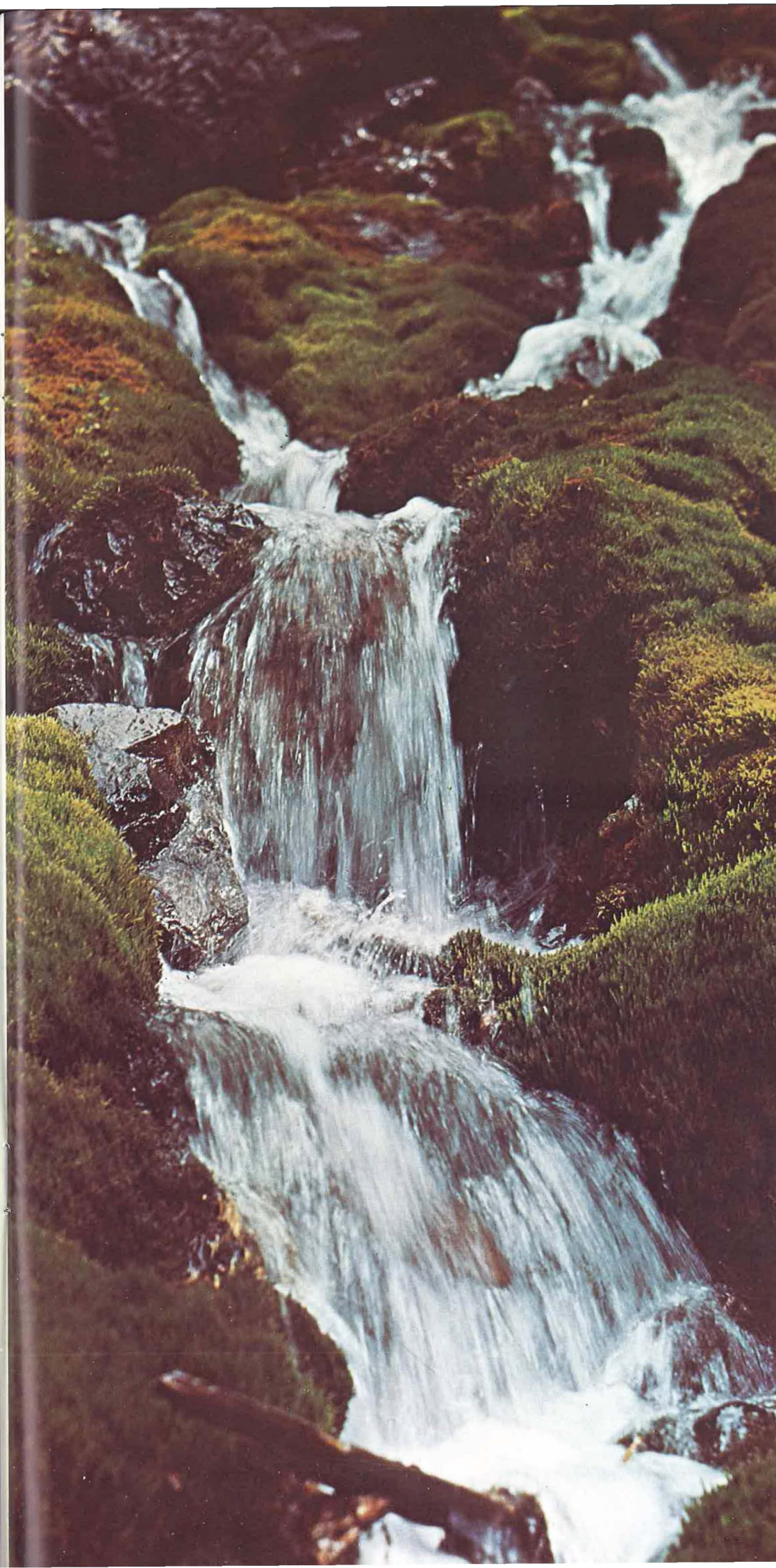
Summer vacationers engage in fishing, swimming, boating or canoeing, tennis, hiking, and sight-seeing. More than 250 public and private golf courses are spotted throughout the state and 100 riding academies offer horsemen some of the most picturesque bridle trails to be found anywhere in the nation.

And Minnesota is the only state having most of its international boundary entirely devoted to recreation. The state's 3½ million acre wilderness area is unique as it can be traveled only by boat. Access to 88 state parks, two national forests, 110 private campgrounds, and an abundance of community parks is provided by a network of toll-free highways.

Upland game birds, migratory waterfowl, small game and deer draw hundreds of thousands of hunters to Minnesota every fall. Scented with pine, the state's lush vegetation wears a colorful autumn wardrobe making driving a pleasure and photography a must. Winter finds skating, ice fishing, skiing, tobogganing, sleigh riding, and snowmobiling popular with outdoorsmen. Throughout the year, spectators may choose from the best in amateur or professional hockey, baseball, football, or basketball games.



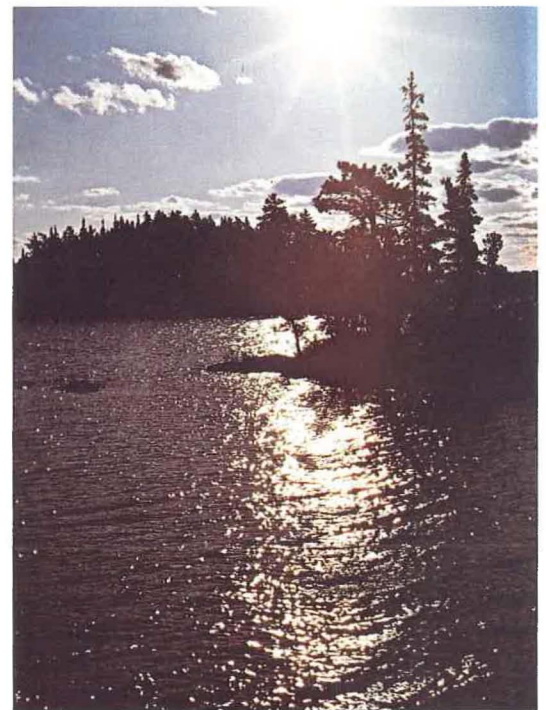
*In Minnesota, campers may choose from more than 333 camping areas having some 8,273 campsites. These range from "primitive" to areas with electricity and showers.*



*Some 3,077 resorts, 907 motels, and 610 hotels provide a warm Minnesota welcome.*



*The beauty and variety in Minnesota's outdoors each year attracts more than 800,000 family vacationers.*



*A tranquil 3.5 million acres are reserved purely for recreation in Minnesota's northern wilderness area.*

*Plunging 1,300 feet from source to mouth, North Shore streams are famous for their beauty—and their trout.*

Care for smorgasbord? Hunt in Minnesota. No other state can match the diversity, scope, and abundance of wildlife as that which inhabits Minnesota's forests, fields, and waters. The state's number one big game animal, the whitetail deer, annually attracts an army of red-clad hunters who range over Minnesota's 87 counties hoping to bring home the venison. And a herd of some 800,000 animals gives them every opportunity of being able to do just that. In 1965, 295,000 hunters recorded a harvest of 130,000 deer... an unequalled success ratio of 44 per cent.

Deer hunting in a 20,000 square mile portion of Minnesota's forested northeastern region is further enhanced by the possibility of adding a black bear to the bag as wildlife officials estimate one bear for every square mile of primary range. Normally protected, bears may be hunted during the regular deer season.

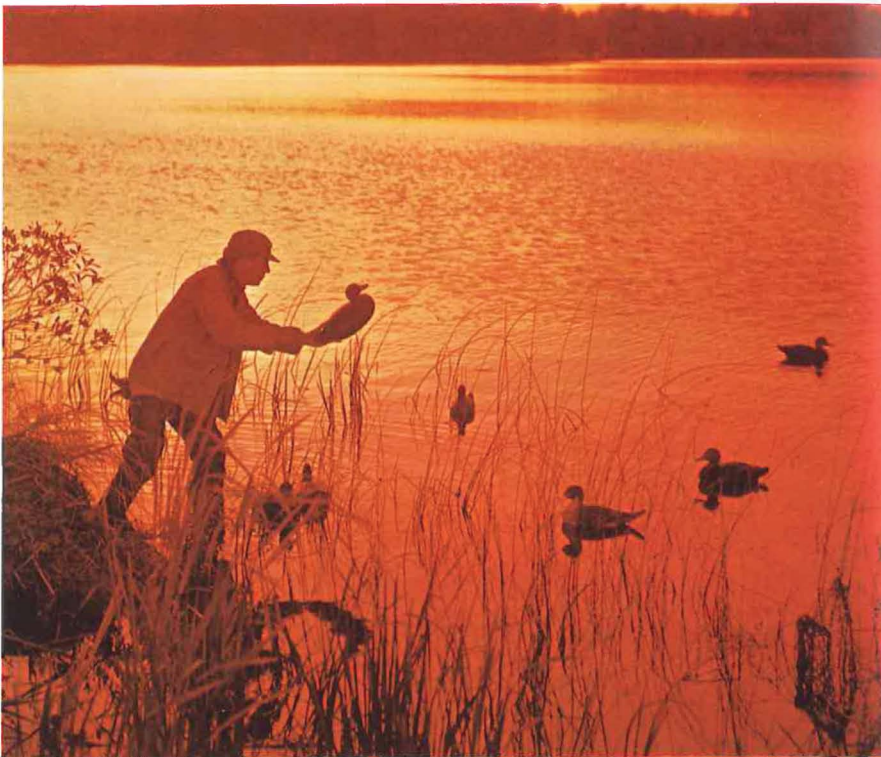
Minnesota's diverse habitat offers small game hunters their choice of stews for the pot as each year hunters harvest some 500,000 squirrels and more than 300,000 cottontails while also taking — in order of number — jack rabbits, snowshoe hares, red foxes, raccoons, and gray foxes.

Birds provide much of the action for state hunters as approximately 55 per cent of Minnesota's land area is prime range for upland fowl. Reigning supreme in both popularity and number is the ringnecked pheasant. Ruffed grouse ranks second followed by the sharp-tailed grouse and prairie chicken.

Minnesota's lakes, streams, and 131,000 acres of public wetlands makes this the happiest hunting ground of all for waterfowl fanciers. Some 25 per cent of all the ducks bagged in the 14-state Mississippi Flyway are taken by Minnesota hunters — and the one million duck kill is equal to the entire harvest reaped by shotgunners along the Atlantic Flyway.

Yet figures indicate that Minnesota's most popular outdoor activity is fishing. And Minnesota's claim as the nation's best fresh water fishing state is proven annually through purchases of more than 1.4 million fishing licenses (330,000 to nonresidents), whose yearly take amounts to 50 million fish or 25 million pounds of tasty eating.

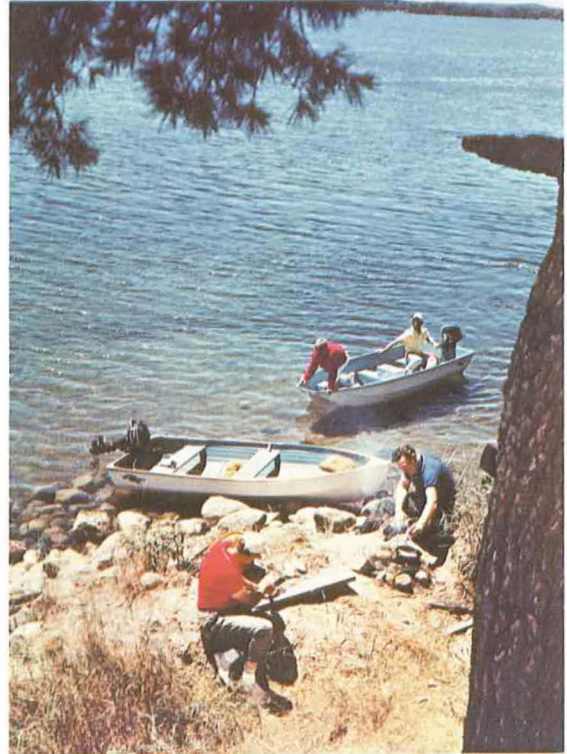
Heading the list of states in sales of fishing licenses as well as duck stamps, Minnesota's 2 million acres of inland fishing waters each year host the equivalent of 40 per cent of the state's total population. Better than one Minnesotan in three carries a fishing license in his wallet. Conservation officials estimate that anglers spend some 100 million leisure hours fishing state waters for any or all of 22 different species of edible fish.



Duck hunters, 122,000 strong, consider Minnesota to be the best waterfowl hunting state in the 14-state Mississippi Flyway. More than 1 million birds are bagged each season.



An abundance of mink, beaver, muskrat, and raccoon makes trapping a \$1.5 million per winter industry for more than 12,000 Minnesotans who are licensed trappers.



Over 200 million fish are annually restocked into state waters giving anglers plenty of action—and good eating.

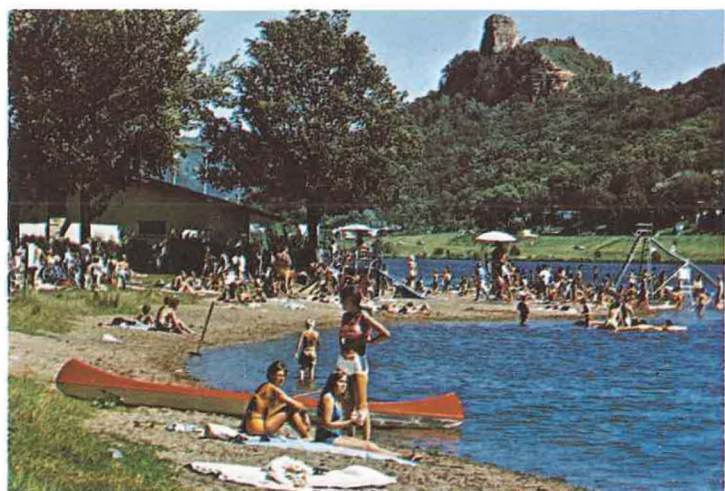
Minnesota, with 6 per cent of the nation's total water supply, is "home" to 5 per cent of the nation's anglers.

Minnesota's 610,000 hunters each year harvest 3.5 million game animals and birds during 15 different open seasons.

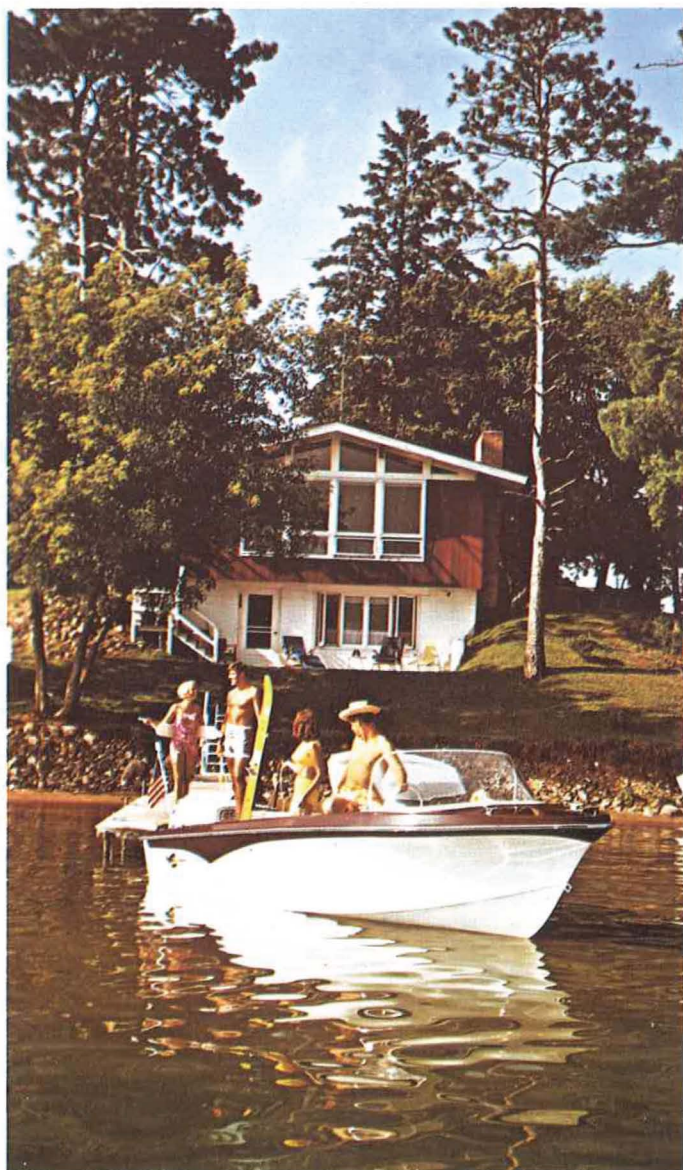




Minnesota's 3.5 million acre Boundary Waters Canoe Area is an unspoiled wilderness available to modern-day voyageurs only by paddling and portaging.



Of Minnesota's 3.5 million citizens, 750,000 own watercraft, a fleet large enough to float every resident in the state at the same time.



More than 1.2 million boaters and canoeists launch their craft each summer on Minnesota's 4,900 square miles of recreational waters.

The state's numerous and easily accessible beaches, such as this one at Winona, welcome in excess of 1.6 million swimmers annually.

*Water skiing, presently ranked as the favorite summertime activity for some 500,000 state enthusiasts, was born on Minnesota's Lake Pepin.*



Summer pleasure seekers, when they think of water, think of Minnesota. Nearly every community has a lake or stream as its focal point and it's estimated that 95 per cent of the state's population lives within five miles of recreational waters. More than 1,000 convenient public access sites enable residents and tourists to make good use of it.

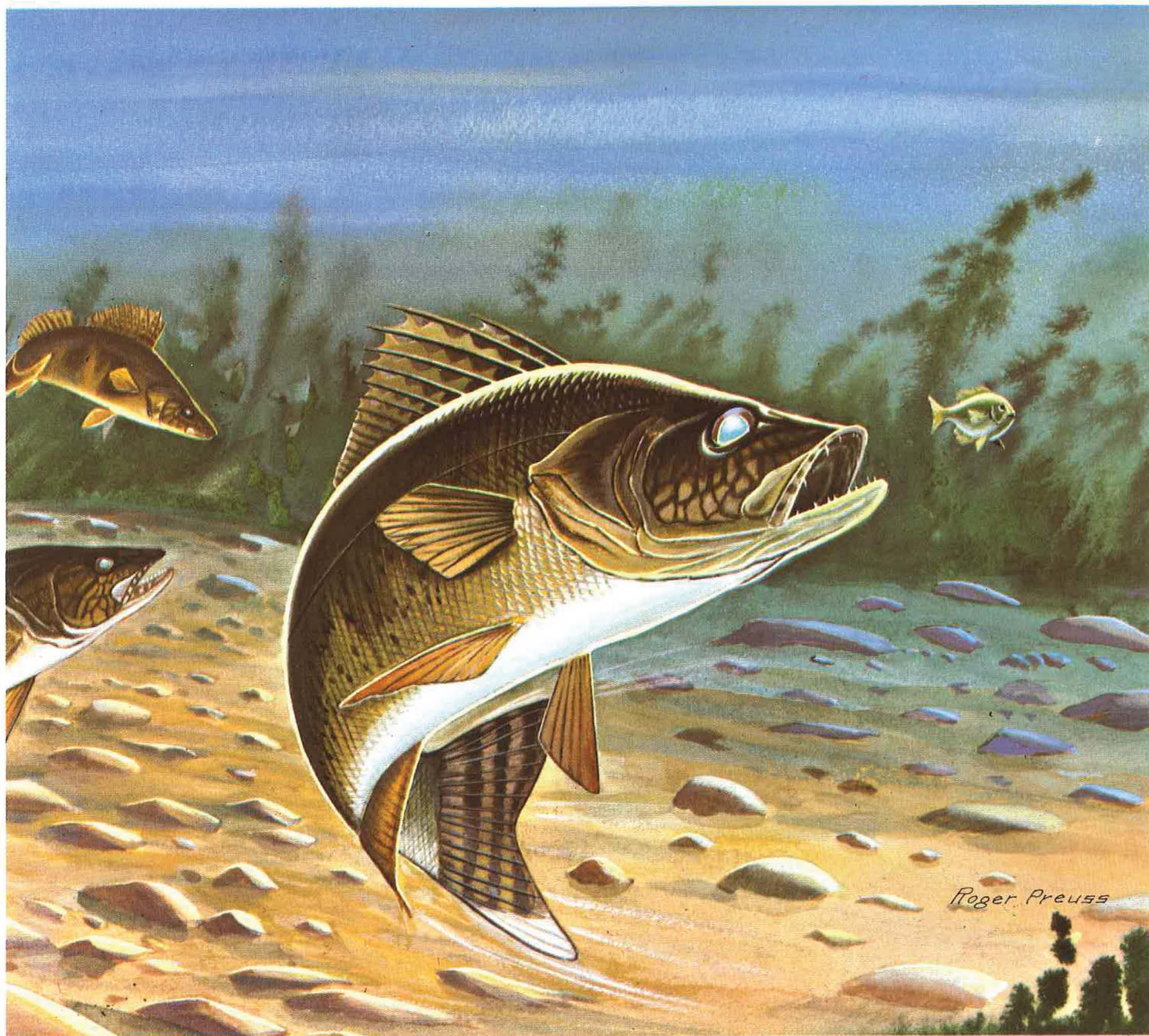
Minnesota is a boating headquarters having available enough licensed watercraft to float every man, woman and child in the state at the same time. And using current tourist figures, Minnesota is capable of providing one lake for every 10 vacationers.

Minnesota waters flow into three major systems enabling boaters to launch their aquatic activities from nearly anywhere in the state. The mighty Mississippi flows from its Minnesota source 2,552 miles south to the Gulf of Mexico. Thirty per cent of its route is contained within state boundaries. The Red River of the North and other streams channel about 34 per cent of the region's water northward into Hudson Bay. The remaining waterways find

their outlet in the Great Lakes-St. Lawrence River network. Combined, streams and lakes provide 2 million cool, clear, and clean water acres for boating, swimming, skin-diving, sailing and water-skiing enthusiasts.

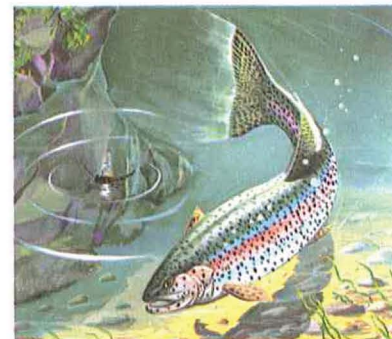
Beckoning those who seek out-of-the-way exploration is the magnificent wilderness area that remains today as it was in the days of the voyageurs — unspoiled canoe country. Millions of acres — away from the vacation midstreams — are reserved solely for campers and wildlife. The only sounds that break the stillness are the eerie cries of the loon, the sharp crack of hungry, leaping fish hitting the water and the mournful trumpeting of the moose. No airplanes or automobiles are allowed access.

Or for a different type of recreation afloat, one with all of the comforts of home, more than 100,000 people annually choose a houseboat vacation which combines convenience and luxury along with breath-taking scenery and the summer sun.



### The Walleye—Minnesota State Fish

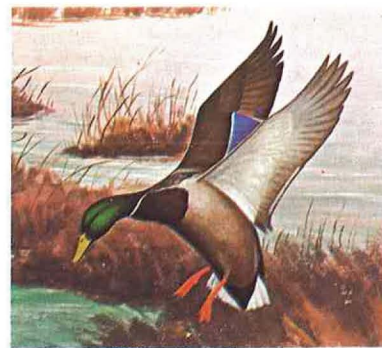
Nature has favored no other state with a greater abundance and variety of fish than Minnesota. From the standpoint of sport and flavor, the walleye (above) has become Minnesota's King of Fishes. It is most apropos that this specie is given regal status for Minnesota has more natural walleye lakes, well scattered over the state, and provides more walleye fishing than any other state. While many lakes are known for walleye or northern pike, others are predominantly bass (right). Waters abundant with trout (far right) are largely, but not entirely, in northern Minnesota where brook, rainbow, and brown trout abound in lakes, streams, and rivers. Generally, Minnesota lakes offer opportunities to angle for a wide variety of species, including popular panfish such as crappies and sunfish.





## The Pheasant—King of the Upland Game Birds

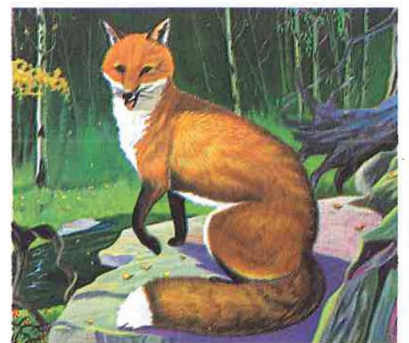
No other bird so captures the gunner's fancy as the ringnecked pheasant (above). With some 45,000 square miles of pheasant range, this King of Upland Game Birds ranks high in hunter popularity. The ruffed grouse (right), denizen of Minnesota forests, provides hunters with the added lure of a day in the woods away from civilization. Highest numbers of ruffed grouse are in the southern half of the state's northern forest region. Twenty-two different kinds of ducks (far right) and mergansers have been recorded in Minnesota. About a dozen nest here regularly. The three most plentiful resident nesting ducks are the blue-winged teal, mallard, and ringneck. Because of the abundance of shallow water suitable for waterfowl, Minnesota is regarded as the best hunting state in the Mississippi flyway.

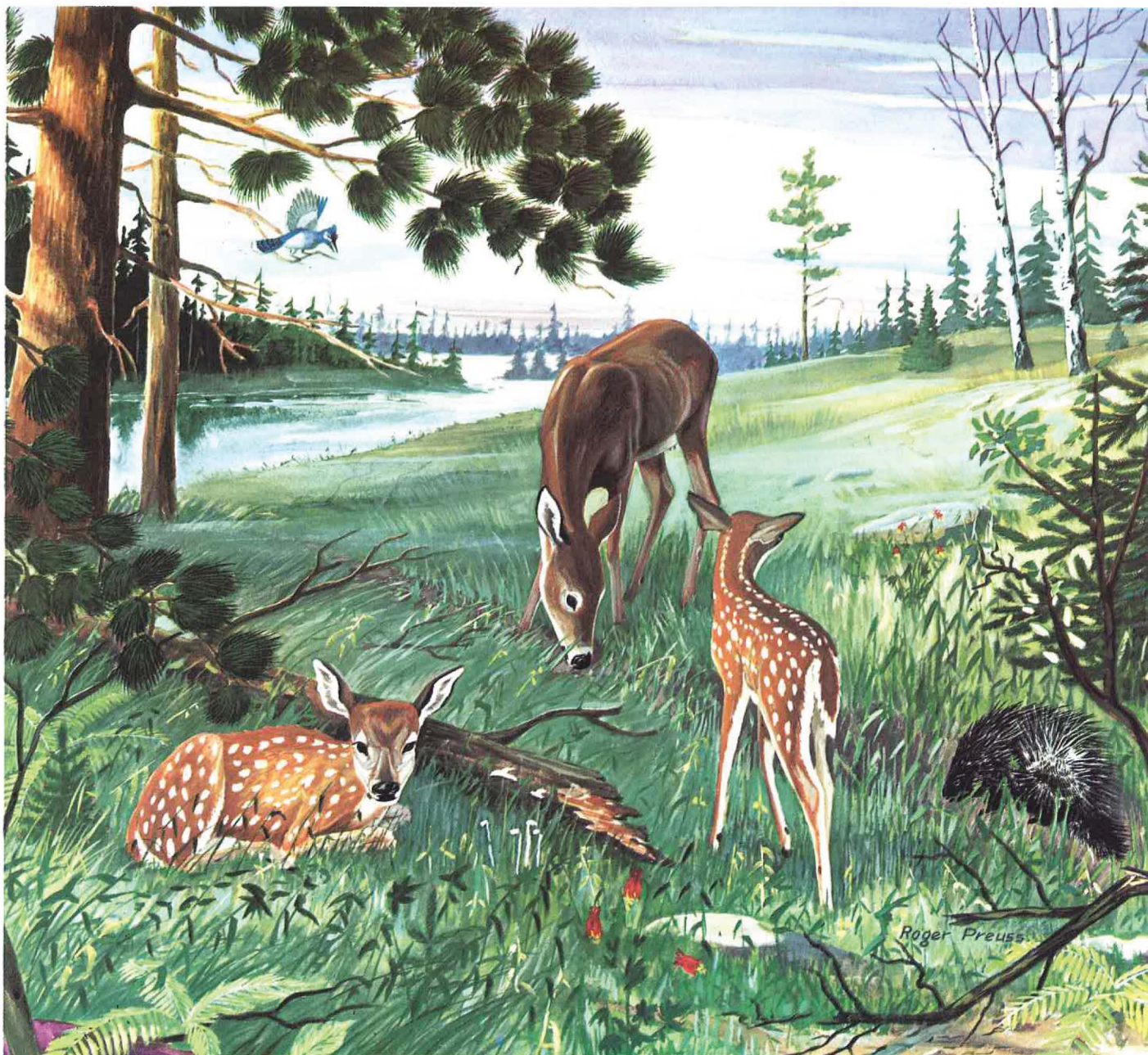




The Moose — Monarch of the Wilderness

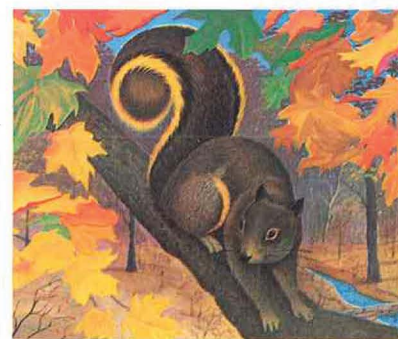
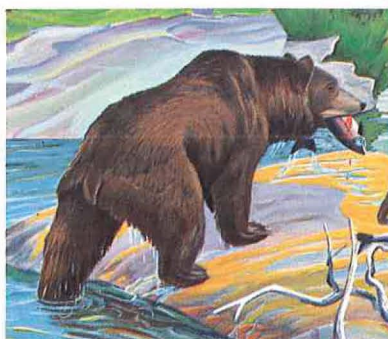
Few thrills match the sighting of a titanic bull moose (above) looming out of the mist. Although the moose finds it hard on occasion to hide himself, he manages well much of the time. His grayish-brownish-blackish fur lets him merge with the shadowy foliage of the woods. Oddly, his slender legs, amongst the larger tree trunks, usually give him away. Aerial surveys show about 7,000 moose in two northern ranges — Superior National Forest and the area northwest of Red Lake. Squirrels, cottontail rabbits (right), snowshoe hares, red foxes (far right), raccoons and gray foxes rank in that order in the hunter's bag. Foxes, raccoons, and cottontails are fairly common statewide. Jack rabbits are found in southern and western Minnesota; snowshoe hares in the northern forests.





## The Elusive White-Tailed Deer

The elusive white-tailed deer (above) is Minnesota's most abundant big game animal. White-tailed deer, which annually attract 300,000 red-clad hunters, are found in every county, although the major range is the forested northern and north-eastern third of the state. The Minnesota herd is estimated at between 600,000 and 800,000. The black bear (right), largest of the Great Lakes carnivores, exists in the northern forests. Bears are protected in portions of the Arrowhead country and Cass county, but may be hunted in both areas during the deer season. Elsewhere, they may be killed anytime, and bought, sold, and possessed in any quantity. The squirrel (far right) leads small game in the hunter's bag. Gray and fox squirrels are generally abundant throughout the state.





## Spring

Birds and blossoms, ripples of rain, sunshine warming the crop-rich soil . . . these are harbingers of Spring when God awakens nature and nature regenerates men's spirits.



## Summer

Breakfast at dawn on succulent trout . . . snooze at noon on a breezy hillside . . . swim at midnight in a cool, clear lake. That's a summer vacation in the Land of Sky Blue Water.



## Autumn

Indian summer . . . warm days and cool nights . . . harvests and honking geese. Color . . . brilliant reds and subtle golds dominate the landscape. This is Autumn in Minnesota.



## Winter

Sparkling beauty, invigorating crispness . . . the crunch of snow underfoot . . . a log crackling in a fireplace . . . ski slopes, ice fishing, and snowmobiling. Winter in Minnesota.



*Minnesota is a "natural" for good skiing. Measured on the basis of tow ticket sales, more than 65,000 skiers take to state slopes each winter.*



*With the diversified accommodations provided by many of the state's more than 35 ski areas, much of the fun begins after the skis are off.*



*Skating is popular wintertime recreation as playgrounds and frozen lakes become public rinks for family activity.*

Flip a page on the calendar, slip into a ski jacket, and enter the wide, white world of Minnesota winter.

The state's landscape adopts a new personality with the coming of winter; one which provides thousands of ski enthusiasts with a challenging appeal exceeded only by the mountain states. More than 35 well-equipped ski areas provide outlets for skiing, tobogganing, skating, sleighing, or snowmobiling. Variety in winter activity is matched by variety in accommodations as many of the summer resorts become modern ski facilities with the coming of snow.

Fishing goes underground during Minnesota winter—or at least under a mantle of ice often two or more feet thick. The state's lakes provide frozen highways for winter fishermen who find the same wall-eyes, crappies, northern pike, and bluegills that their summer counterparts discovered so plentiful. Armed with augers, chisels, and thermos jugs filled with hot, steaming coffee, more than 500,000 fishermen set up headquarters on the ice or take up housekeeping in clustered communities of ice houses and successfully harvest between November and March, more than a million pounds of game fish.

Ice serves as the foundation for another popular Minnesota wintertime activity with nearly every community flooding its playgrounds or blading the snow from nearby lakes to provide public rinks for skaters. And Minnesota's rolling terrain beckons the active outdoorsmen, who, with their bobsleds, toboggans, sleds and saucers, make their annual appearance on the crests of the state's snow-covered slopes.

Winter also provides the setting for a score of community-sponsored festivals, carnivals, or special events making the state's entertainment and recreation schedule one of year-'round activity.



*Snowmobiling is fast becoming a popular Minnesota wintertime sport. Over 30,000 have already been sold to state residents.*



*Probably the most popular of all Minnesota wintertime recreational activities, ice fishing annually attracts upward of 500,000 enthusiasts.*

Minnesota's spectators, in every season — every sport, are offered a complete slate of exciting and colorful competitive events. In fact, faced with a choice of options ranging from the pennant-winning Twins to bantam league action, state buffs have never had it so good.

At the top of the sports pile are four Minnesota major league franchises: the American League Twins, the Vikings of the National Football League, the North Stars of the National Hockey League, and the American Basketball Association's Muskies. In 1966, the Minnesota Twins led all American League cities in home attendance figures while the Minnesota Vikings ranked a close second in attendance among all cities in the National Football League. With attendance totals reaching 2.2 million in 1967-68, the state's pros continue to enjoy an amount of support known but to few teams in the nation.

Heading the roster of amateur athletics is the University of Minnesota as it provides, year-round, the best in Big Ten games and events. Williams Arena, on the University's Minneapolis campus, is the world's largest and most complete college indoor athletic facility having space available to seat 18,000 basketball and 8,000 hockey fans . . . both at the same time. Also on the Minneapolis campus is the 66,000-seat Memorial Stadium which ranks among the nation's top four stadia in total season football attendance.

And contributing even more to sports variety and spectator excitement is the activity generated by Minnesota's other numerous colleges and universities, its hundreds of high schools, and its countless community, semi-professional, and privately-sponsored teams.

Minnesota annually acts as host to a number of major golf and bowling tournaments, soccer and polo exhibitions, auto and horse races, curling and cycle events. Whatever the activity, whatever the level of competition, near-sellouts are the rule rather than the exception. From archery to wrestling, throughout the year, the good old days are today for Minnesota's spectator sports.



*Since making their NFL debut in 1961, the Minnesota Vikings have established a solid reputation for their bold, explosive, head-knocking brand of pro football.*



*Led by the North Stars of the National Hockey League, Minnesota today supports 1,300 teams of all ages and classifications to top the nation in hockey action.*

Minnesota Gophers, national champions in 1960 and Big Ten co-champions in 1967, provide grid action for better than 300,000 football fans each season.

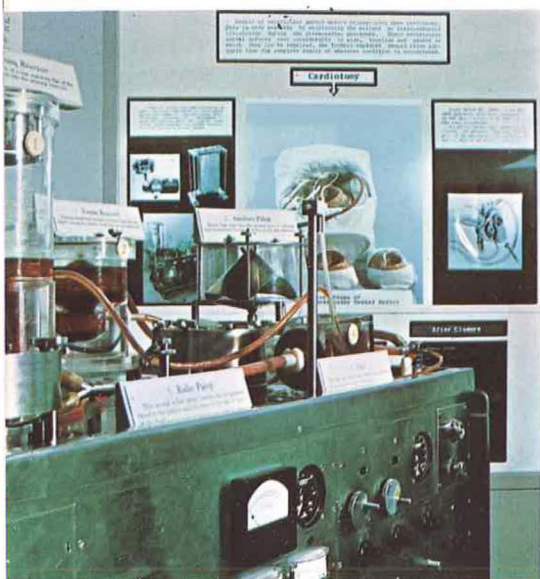


Some 2 million fans from 35 states and Canadian provinces each year converge on the 47,000-seat Metropolitan Stadium to see the major league Twins and Vikings in action.

In 1967, another exciting element was added to Minnesota's basketball program with the entry of the Muskies of the new American Basketball Association.

At Gooseberry Falls State Park, the cascading river tumbles into a series of three 30-foot waterfalls on its journey to Lake Superior.

With its fascinating collection of birds, animals, and reptiles, St. Paul's Como Park Zoo is a constant delight to millions of visitors.



Exhibits in Rochester's Mayo Medical Museum offer visitors a glimpse into the structure, functions, and treatment of the human body.

Fed by an underground river, Turquoise Lake is one of many interesting, colorful features to be found in Mystery Cave near Spring Valley.



The coming of snow is cause for celebration each January when St. Paul residents and visitors stage a week-long Winter Carnival.

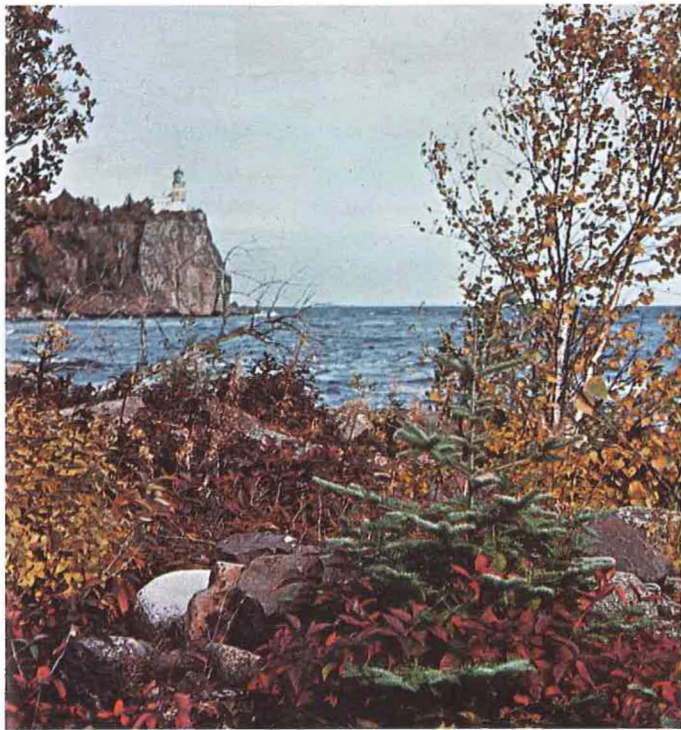


Made famous in Longfellow's "Song of Hiawatha," Minneapolis' Minnehaha Falls plunge 53 feet enroute to a meeting with the Mississippi.

41

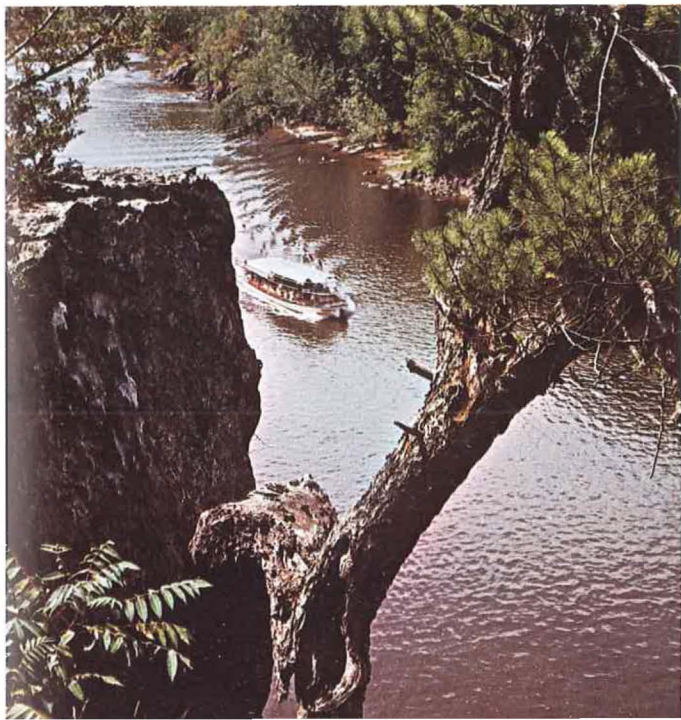
Minnesota is an enriched land of scenic, historical, cultural, and recreational resources. From any area of the state, the traveler has access to a countless variety of colorful and contrasting points of interest.

Endless hours of enjoyment are available for those who seek the exciting, the interesting, or the purely relaxing. Minnesota awaits your pleasure.



Minnesota's most heavily fished acre of water is said to be at Lake City where a block-long pier floats on the Mississippi.

Split Rock Lighthouse, on Minnesota's North Shore, directs a beam visible for 22 miles to warn mariners of shallow waters.



Minneapolis, in keeping with its title as the city of lakes, each July hosts a 10-day Aquatennial celebration which attracts some 1.75 million spectators.

Jagged rock walls rising to 200 feet above the narrow channel of the St. Croix River characterize the scenic beauty of Interstate State Park at Taylors Falls.

*Located between Park Rapids and Bemidji, Itasca State Park, Minnesota's largest with 29,125 acres, marks the source of the 2,552-mile-long Mississippi River.*

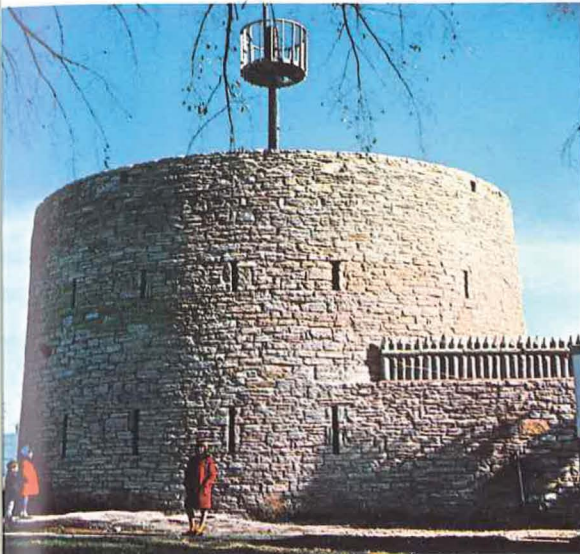


*These ceremonially-garbed Chippewa dancers, performing at Deer River's annual Wild Rice Festival, are part of Minnesota's 18,000-member Indian population.*



Grand Portage National Monument, in Northeast Minnesota, marks the location of a 200-year-old fur depot.

The state's oldest private residence is the Sibley House in Mendota, home of the first governor of Minnesota.



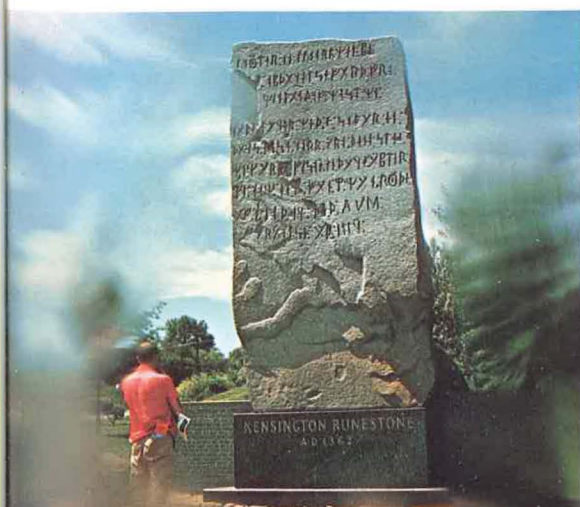
Overlooking the junction of the Mississippi and Minnesota Rivers is the restored Round Tower at Ft. Snelling.

Minneopa Creek tumbles over two waterfalls into a deep, rocky, wooded gorge at a state park near Mankato.



New Ulm's Post Office stands as an architectural reminder of the area's strong German heritage and tradition.

The Julius C. Wilkie, the only wood-hulled steamboat known in existence, is preserved at Winona's Levee Park.



Found near Alexandria, the controversial Kensington Runestone reports a Viking journey to Minnesota in 1362.

Paul Bunyan, the giant logger of Minnesota's North Woods, stands in statue form on the shore of Lake Bemidji.

Furs, northern pine, wheat, and iron ore once were the dominant forces that shaped Minnesota's economy. Today, Minnesota's expanding and diversified business and industry are as much dependent upon the utilization of technical equipment and skilled people as on natural resources.

Manufacturing displaced farming as the major source of income in 1952. However, agricultural products of a wide variety remain as a vital element of the economy.

Much of the state's business and industry is located in the Twin Cities metropolitan area, the third fastest-growing metro area among the nation's 15 largest. Nevertheless, growth of hundreds of other Minnesota communities has been and is being accelerated by concerted efforts of business and civic leaders to secure new industry.

There are many reasons for Minnesota's economic growth:

**MANPOWER:** More than 3.5 million people live in Minnesota. Skilled of hand, steady of mind, and intensely ambitious, they make up the nation's most desirable labor force. Their high productivity has been praised often by both state and national manufacturers.

**MARKET:** Minnesota is the marketing and distribution center of the Upper Midwest. The area, consisting of North Dakota, South Dakota, Montana, Iowa, Wisconsin, and Upper Michigan, is related financially through the Ninth Federal Reserve District and physically by an integrated system of highways, railroads, and air routes.

**WATER AND POWER:** With nearly 15,000 lakes and some 400 rivers and streams — the Mississippi, Minnesota, Red, Rainy, and St. Croix among the largest — Minnesota is richly endowed with surface water. In addition, an almost unlimited supply of water is available from huge natural reservoirs located primarily in the underground Jordan, St. Peter, and Franconia sandstone formations.

Minnesota's electrical power suppliers have a total generating capacity of more than 3½ million kilowatts and are building or have plans for facilities to generate more than 2½ million additional kilowatts by 1974.

Pipelines converging on the Twin Cities bring natural gas to Minnesota from southwestern United States and Canada. Spurs from these main lines serve both residential and industrial users throughout the state. Oil pipelines carry crude oil from Canada and North Dakota to Duluth and the Twin Cities.

**BUSINESS CLIMATE:** There is much evidence to support the claim that Minnesota's business "climate" is good and continually improving. Minnesotans' attitude toward business is reflected, in part, in three bills passed by the 1967 State Legislature: tax reform that eliminated personal property taxes on business inventory or machinery and equipment; revenue bond financing for industrial development; reorganization of the Minnesota Department of Economic Development and a substantial increase in the department's operating budget.

**INDUSTRIAL SITES:** Well-planned and strategically-located industrial parks in Minnesota are a major feature of the state's industrial development program. These numerous parks offer a wide selection to any industry looking for expansion locations.

While the swiftly-growing "brain" industries and their supporting technical businesses have focused national attention on Minnesota, many additional widely-known and highly-diversified business firms prosper in the state. The names of 21 Minnesota-based firms appear in the June, 1967, lists of "top" U.S. firms compiled by "Fortune" magazine (see opposite column).

#### Minnesota-based firms in the Fortune Directory of the 500 largest U.S. industrial corporations (ranked by sales — \$000):

Rank	Company	Headquarters	Sales
60	Minnesota Mining & Mfg.	St. Paul	1,152,630
87	Honeywell	Minneapolis	914,384
147	General Mills	Minneapolis	524,678
155	Hormel (Geo. A.)	Austin	491,733
165	Pillsbury	Minneapolis	470,047
218	Archer Daniels Midland	Minneapolis	361,521
224	International Milling	Minneapolis	353,490
274	Land O'Lakes Creameries	Minneapolis	283,117
307	Bemis	Minneapolis	245,203
394	Control Data	Minneapolis	167,614
468	Green Giant	Le Sueur	139,500
471	Hoerner Waldorf	St. Paul	138,955
477	Farmers Union Central Exchange	South St. Paul	136,892

#### Minnesota-based firms in the Fortune Directory of the 50 largest life insurance companies (ranked by assets — \$000):

Rank	Company	Headquarters	Assets
39	Northwestern National	Minneapolis	521,225
44	Minnesota Mutual	St. Paul	462,573

#### Minnesota-based firms in the Fortune Directory of the 50 largest merchandising firms (ranked by sales — \$000):

Rank	Company	Headquarters	Sales
22	Gamble-Skogmo	Minneapolis	694,968
38	Red Owl Stores	Hopkins	337,483

#### Minnesota-based firms in the Fortune Directory of the 50 largest transportation companies (ranked by operating revenues — \$000):

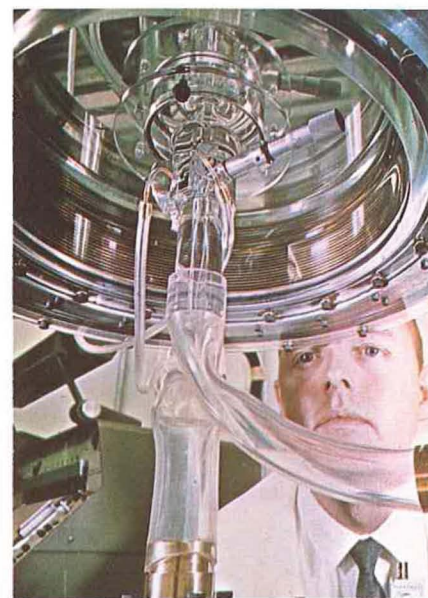
Rank	Company	Headquarters	Operating Revenues
19	Northwest Airlines	St. Paul	311,319
23	Great Northern Ry.	St. Paul	281,777
25	Northern Pacific Ry.	St. Paul	248,343
50	Soo Line RR	Minneapolis	92,849

#### Minnesota-based firms in the Fortune Directory of the 50 largest utilities (ranked by assets — \$000):

Rank	Company	Headquarters	Assets
30	Northern States Power	Minneapolis	820,369

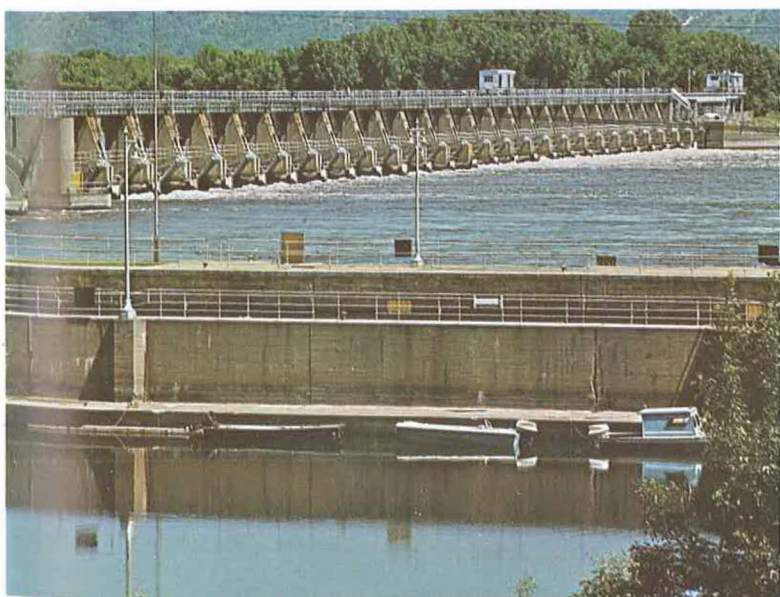


Economic growth in Minnesota — reflected by construction underway or planned — ranked third among all states in a recent nationwide survey.

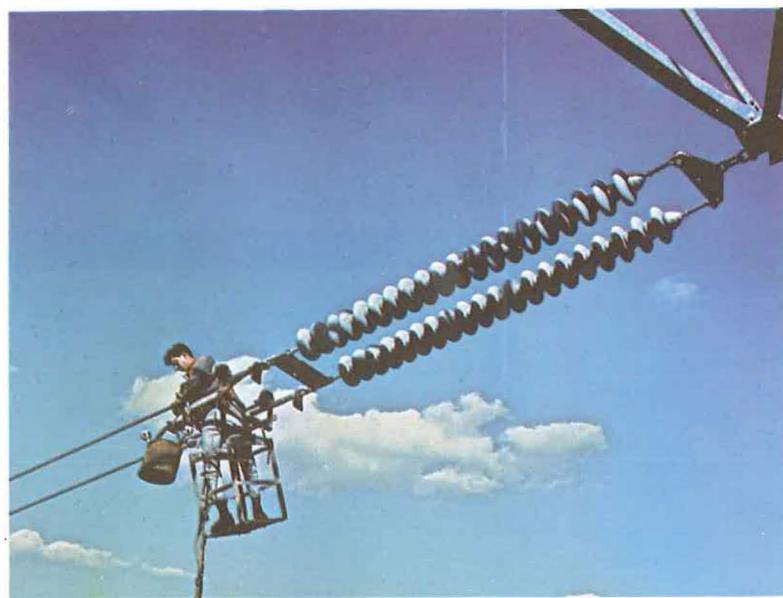


*Substantial research and development carried on by industry is documented by the fact that Minnesota ranks eighth in the U.S. in terms of scientists in the labor force.*

*Pipelines bring natural and crude oil from the Dakotas, southwestern United States and Canada for distribution to residential and industrial users located throughout the state.*



*Minnesota is richly endowed with surface water and an almost limitless supply from natural underground reservoirs.*

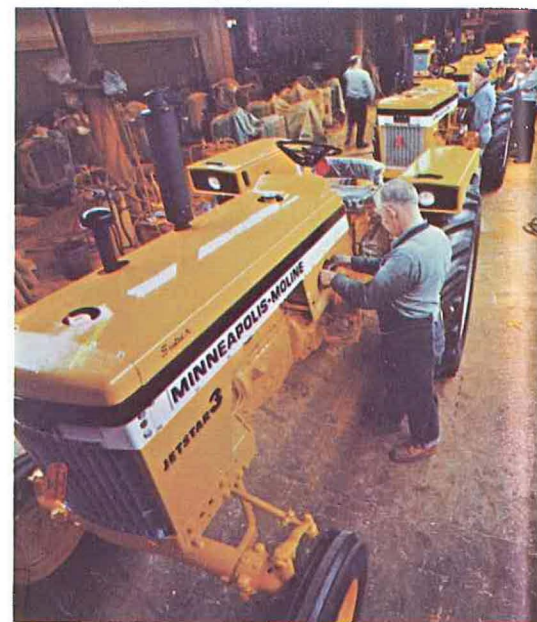
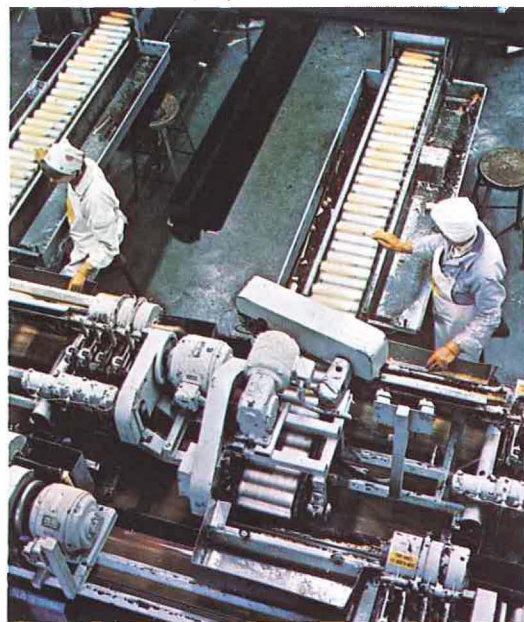
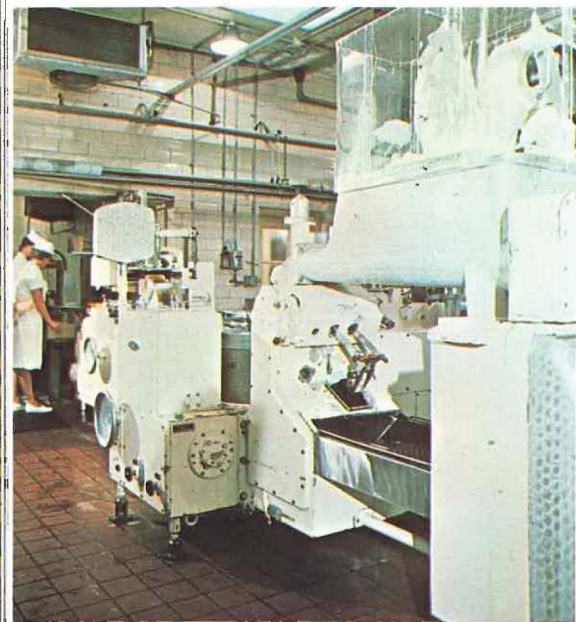


*Electrical power suppliers, with present generating capacity of 3½ million kilowatts, will generate over 6 million kilowatts in 1974.*

Ranking of Minnesota's manufacturing industries shows food and related products first in employment, payroll, and value added. Nearly one in

four of the labor force is employed in the industry. Minnesota ranks first in butter output, third in flour milling, and is a major producer of canned vegetables.

Machinery manufacturing is one of the state's 10 largest industries. Production of farm equipment plays a major role.

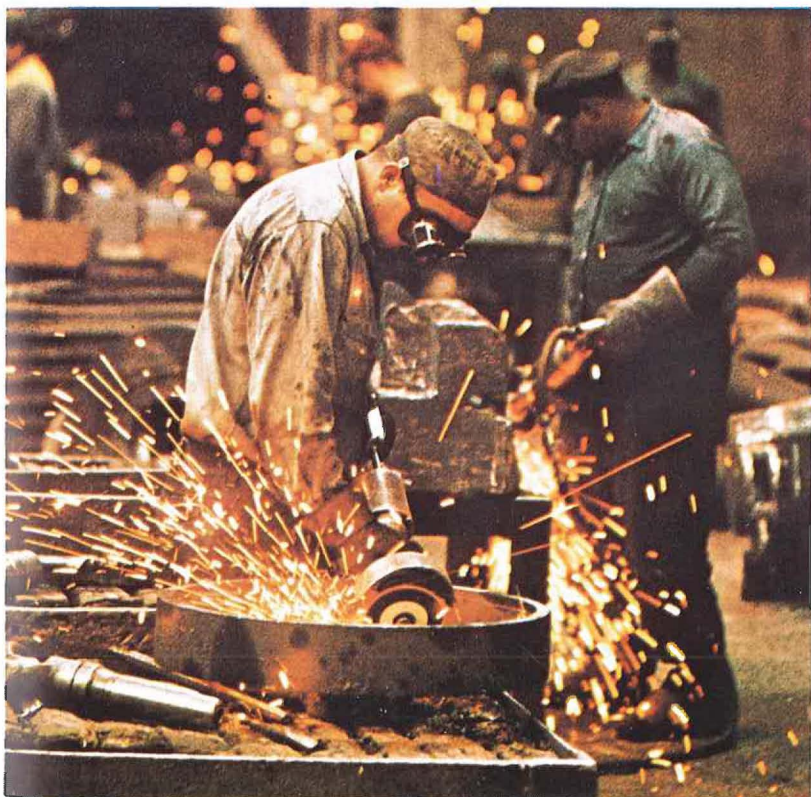


Minnesota is third in the nation in meat production, with St. Paul ranking as the second largest packing center in the United States.

The rapidly-expanding electronics and related science industries of Minnesota number more than 170 firms employing over 70,000 people.



Printing and publishing is a notable Minnesota industry with the Twin Cities area ranking among the top 10 nationally as a graphic arts center.



The growth of Minnesota's manufacturing industry is the result of a great many factors: natural resources, transportation, an intelligent and productive work force. These factors, plus diversification of products and geographic location of facilities, will help assure continued, orderly expansion.

While the Twin Cities metropolitan area, with a population of nearly 2 million, is the state's major commercial-industrial center, hundreds of communities throughout the state are engaged in effective economic self-help programs.

Once known primarily for flour milling and logging, Minnesota today produces an amazing array of products: automobiles to toy trucks; electronic computers to hearing aids; calendars, cake mixes, and Chinese cookies, to name a few.

During the past decade, Minnesota has become one of the nation's leading "brain" industry centers. Employment for approximately 70,000 persons is provided by more than 170 electronics and related technical businesses — many with outstanding research and development facilities.

Although the "brain" industry has expanded rapidly, food and kindred products head Minnesota's manufacturing industry rankings of employment, payroll and value added. The state ranks third nationally in flour milling and has greatly expanded efforts to develop new food products. For example, Minneapolis-based firms produce more than half the cake mixes manufactured in the country. The world's largest producer of Oriental foods is located in Duluth.

In dairy products, Minnesota ranks first nationally in butter production; second in dry milk; third in American cheese. The state also ranks third in total meat production.

The machinery manufacturing industry is the state's second largest in terms of employment, payroll, and value added. And as would be expected, the manufacture of farm equipment plays a major role.

Minnesota's vast forestlands make possible a number of manufacturing industries involving the processing of wood products. There is enough timber standing in the commercial forests of Minnesota to cover 355,000 acres with an inch-thick roof of lumber, or enough cord wood to construct a two-foot by four-foot tower of timber that would reach approximately 126,000 miles past the moon.

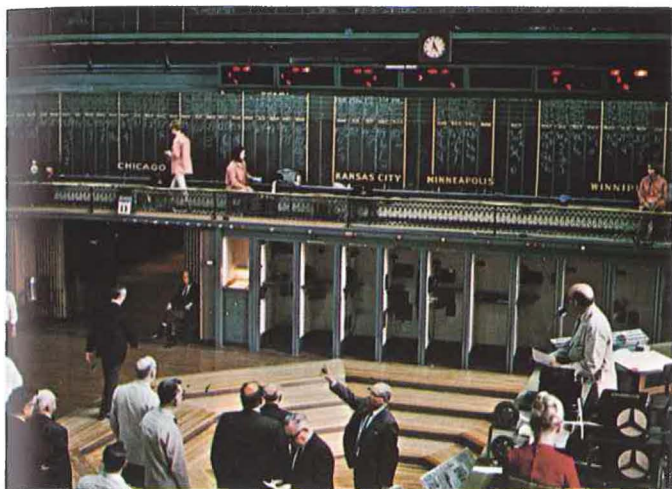
Such industries as printing and publishing, paper and allied products, lumber and wood products, and furniture and fixtures all rank among the state's 15 largest. Printing and publishing ranks third for employment and payroll, fourth for value added. The Twin Cities metropolitan area alone is among the top 10 (some place it as high as fourth) graphic arts centers in the nation.

Other notable manufacturing industries in Minnesota include electrical machinery; fabricated metal products; stone, clay, and glass products; instruments and related products; apparel and related products.

Metal fabrication also ranks among the state's top 10 industries. From 1958 to 1963, value added increased 24.6%; capital expenditures 44.2%.



*Minnesota farming is becoming more specialized and more concentrated, both geographically and in terms of commodities produced. There are 135,000 farms in the state, averaging 240 acres each. Total farm land exceeds 32 million acres.*



Minneapolis Grain Exchange, world's largest cash grain market, services Minnesota, North and South Dakota, and Montana.



Grain elevators representing farm service centers for feed, grain, and fertilizers are familiar landmarks throughout Minnesota.



Crops such as hay, corn, and oats for livestock feed, as well as cash grains, are important to Minnesota's agricultural economy.



Agriculture in Minnesota, as in other states, is undergoing technological and social changes to meet increasing domestic and international demands for food and fiber.

In Minnesota, the number of farms is decreasing while the average farm size is increasing in acreage, assets, and average value of production. Total farm production has risen substantially and Minnesota farmers are using more capital, thus becoming more important customers for farm supplies. Labor not being utilized in agriculture provides an important supply for expanding farm-related and other industry in Minnesota's growing economy. Land retired from agriculture is providing space for urban development and recreational uses.

Minnesota today has 135,000 farms. While the number of farms has decreased, the average size has increased — from 233 acres in 1966 to the present 240 acres. The total farm land (32.4 million acres) remained relatively constant from 1966 to 1967, but is approximately 700,000 acres less than a decade ago.

Minnesota ranks among the top 10 states in production of most major farm commodities: first in oats, turkeys, creamery butter, and non-fat dry milk; second in hay, sweet corn for processing, milk cow numbers, and honey; among the top five in corn for grain, barley, flax seed, rye, sugar beets, sweet clover seed, green peas for processing, hog number and marketing, eggs, milk, and cheese produced.

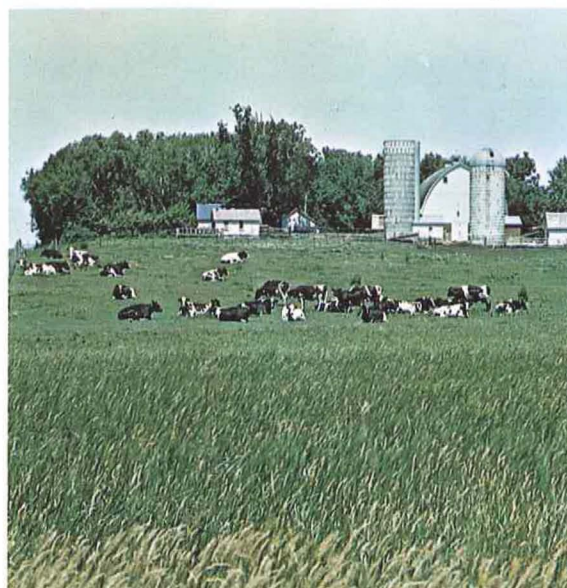
Thus, it is evident that Minnesota is a state of varied agriculture. Livestock, dairy cattle, and poultry play an important role. Cash grain also is significant and the importance of corn, oats, and hay as sources of homegrown feed for livestock cannot be overlooked.

Minnesota agriculture is effectively served by the University of Minnesota Institute of Agriculture, and by the College of Biological Sciences and the College of Veterinary Medicine, two closely-allied major University units based at the St. Paul campus.

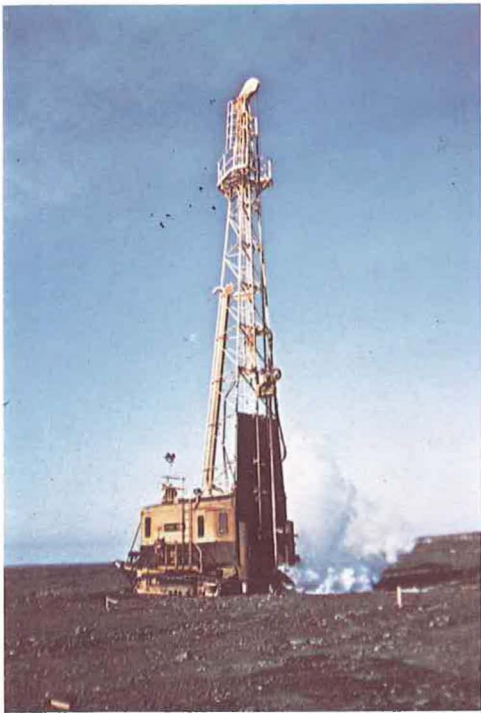
Research and experimental work is conducted by the Institute at the St. Paul campus and at some 12 branch stations. Hundreds of farmers cooperate in experiments on their farms, both as individuals and in groups often representing several counties.

The Institute also provides educational opportunities and services through the Agricultural Extension Service and the Department of Agricultural Short Courses. Backbone of the Extension Service is the County Extension staff — an agricultural agent and, for many counties, home economics and specialized agents.

Livestock, dairy, and poultry represented 69 per cent of Minnesota's 1964 cash farm income. Crops were 31 per cent.



*Annual payrolls of Minnesota forest products industries total \$184 million. Gross value of all forest products is in excess of \$450 million.*



*Jet piercers, a breakthrough in mining methods, generate jet flames of up to 4,300° F. to sink blasting holes into the flint-hard taconite rock.*

*Development of taconite, spurred by passage of the Taconite Amendment, resulted in an unprecedented economic boom on the iron range.*





Well known to architects are Minnesota's more than 40 varieties of building stone, including limestone, granite, and travertine.



Geological surveys of copper-nickel concentrations, located in northeastern Minnesota, indicate a promising economic potential.



For nearly a century, Minnesota iron ore—primarily from the Mesabi, Vermilion, and Cuyuna ranges—met 60 per cent of the nation's needs.

Taconite and iron ore shipped from Duluth-Superior, Two Harbors, Silver Bay, and Taconite Bay during 1967 exceeded 47 million tons.

Northeast Minnesota, long famous as America's storehouse of rich iron ore, is enjoying an unprecedented economic boom generated by the development of taconite, a low grade iron bearing rock.

The boom began in November, 1964, when Minnesota voters passed an amendment to the state's constitution guaranteeing to the taconite industry tax equality with other manufacturers in Minnesota for at least 25 years. Investments by the industry since acceptance of the amendment have passed \$1 billion and are expected to reach \$2 billion before 1975. Best estimates indicate that at full development, coming during the 25-year lifespan of the Taconite Amendment, the industry will provide direct employment for more than 17,000, generate employment for 50,000 in communities and businesses supplying the industry, and support 175,000 to 200,000 Minnesota residents.

Minnesota's iron ore mining industry started nearly a century ago. Until the 1950s, Minnesota ore—mainly from the Vermilion, Mesabi, and Cuyuna ranges—represented nearly 60 per cent of the nation's requirements. Three times annual shipments from Minnesota's iron ore ranges exceeded 90 million tons. The 95 million tons shipped in 1953 during the Korean conflict set an all-time high.

While iron ore and taconite are important to the state's economy, they by no means represent Minnesota's only natural resources.

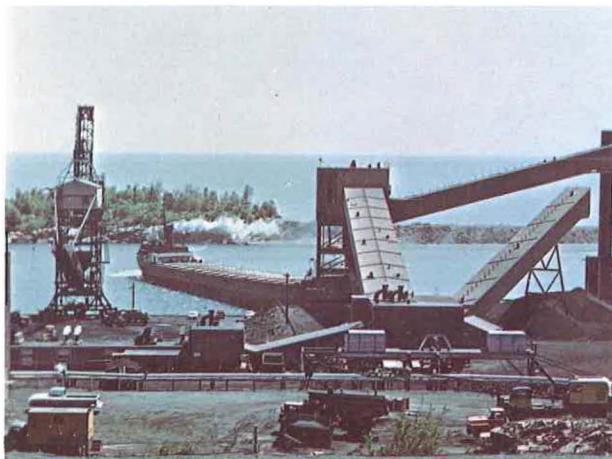
Granite from St. Cloud, Ortonville, Morton, Cold Springs, and Redwood Falls furnishes building and monumental stone. Limestone quarried at Mankato and Kasota goes into building stone and rockwool insulation. Enormous deposits of fine silica sand used in glass making underlie St. Paul. Hard sandstone is quarried at Sandstone and Hinckley. High grade limonite iron ore is found in shallow beds near Spring Valley. Famous pipestone beds lie between quartzite deposits near Pipestone. Sand and gravel deposits are found quite generally throughout the state.

Recently, attention has focused on the economic potential of the state's copper-nickel deposits. Preliminary surveys of deposits, located about 10 miles southeast of Ely adjacent to the South Kawishiwi River, are described as promising.

Forests cover almost two-fifths of Minnesota's land. About 56 per cent of the nearly 20 million acres of forest land is publicly owned; farmers have nearly 15 per cent of their land in trees (4.8 million acres); the remainder is owned by the forest products industries and individuals.

Annual payrolls of forest product industries total more than \$184 million. Gross value of all Minnesota forest products is \$450 million.

Pulpwood constitutes over half of the state's annual forest harvest in volume and over three-quarters of the value of products harvested. Lumber ranks second, fuel wood third, and Christmas trees fourth. In addition to wood products, Minnesota forests contribute to the expanding recreation and tourist industry and provide habitat for much of the state's wildlife.



Minnesota's wholesale and retail industry, which today provides employment for an estimated 250,000 persons, anticipates one of the largest numerical employment increases of all state industries.

By 1975, the wholesale segment of the economy is expected to employ approximately 85,000 and provide income of more than \$790,000,000. Retail establishments are expected to employ more than 250,000 providing personal income in excess of \$1 billion.

The state's wholesale industry ranked 12th among all states in 1963 and was comprised of 6,953 establishments with total sales of \$8,389,566,000 and a payroll of \$385,469,000. Of the nearly 7,000 firms, 51 per cent (compared to 67.8 per cent for the nation) were merchant wholesalers who buy commodities from manufacturers and sell to other firms; 12.1 per cent (compared to 4.6 per cent for the nation) were assemblers who buy from farmers and sell to processors.

Retail sales volume in Minnesota in 1963 was \$4,541,290,000, which ranked 17th among all states. The number of establishments was 32,467, down from 34,666 in 1958. In addition to 29,798 active proprietors and partners, retail businesses in the state had 159,040 employees and a payroll of \$523,682,000.

The Twin Cities metropolitan area is the largest wholesale-retail center in the state. The area ranks as the 9th largest wholesale center in the United States and as the nation's 15th largest area in per cent of U.S. retail sales payroll.

Other major Minnesota trade centers (based on 1963 statistics) include Duluth with 951 retail firms and \$158,329,000 in sales; Rochester with 421 retail firms and \$91,755,000 sales; St. Cloud with 351 firms and \$86,417,000 sales; Mankato with 306 firms and \$46,267,000 sales.

*Merchandise marts and buyers' shows provide state retail store owners the opportunity to examine and buy merchandise from 'round the world.*



*The Minnesota wholesale industry is expected to employ approximately 85,000 people and provide total income of over \$790,000,000 by 1975.*

The pedestrian-oriented Nicollet Mall, flanked by outstanding retail establishments, snakes through eight blocks of downtown Minneapolis.



While the trend is toward larger regional trade centers, active proprietary businesses continue to play a major role in state retailing.



Whether designed in Paris or Minneapolis, Minnesota residents are fashion conscious and, particularly in outdoorwear, fashion setters.



Retail sales in Minnesota exceed \$4.5 billion annually. The more than 32,000 firms in the state provide a total payroll of over \$5.2 million.

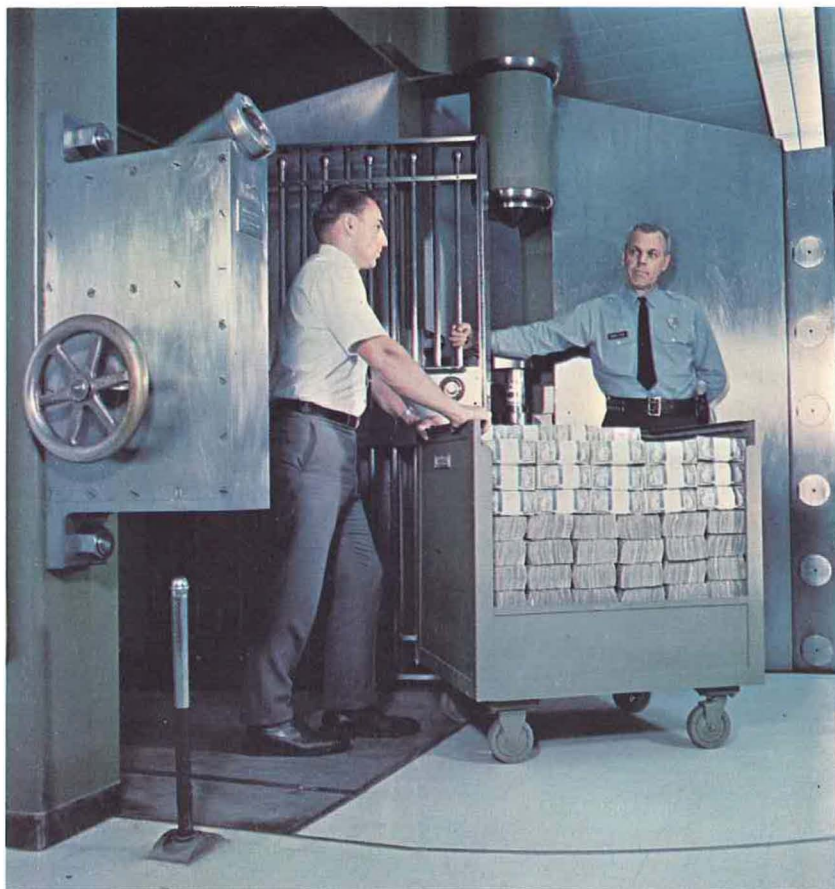
Minnesota today serves as the financial hub of the Upper Midwest. Employment in the state's highly-diversified financial industry rose from 37,900 in 1950 to 51,900 in 1960. By 1970, employment is expected to reach 77,000.

The state's importance as a financial center is enhanced by location of the Federal Reserve Bank of Minneapolis, which serves the banking needs of the Ninth Federal Reserve District. The economic growth of the state and the region is reflected, in part, by the Reserve Bank's "business". The bank in 1966 handled 173,207,435 checks, 59 per cent more than the 108,542,992 in 1956. Dollar volume of these items nearly doubled.

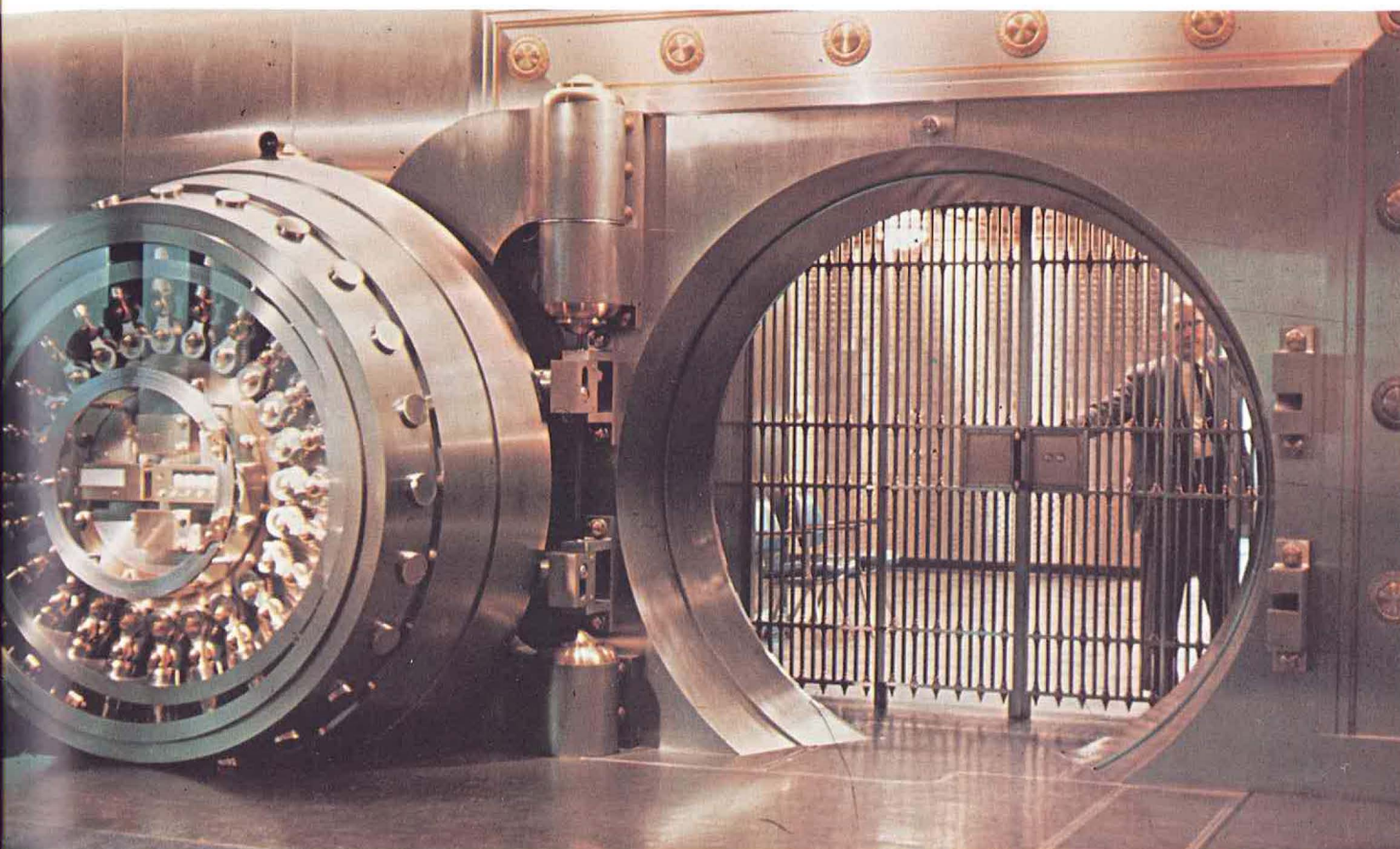
There are today 726 banks in Minnesota, with total assets in excess of \$8 billion. The state's 79 savings and loan associations reported total assets of more than \$2.5 billion in 1967, mortgage loans outstanding of more than \$2.2 billion, and savings capital of nearly \$2.3 billion.

Minnesota has laid claim for more than a decade to being the nation's second largest inland insurance center. The 232 state-based insurance companies report more than \$1.9 billion insurance in force.

Minnesota's status as a financial center is further enhanced by an active and diverse stocks and bonds industry. In 1965, some 260,000 Minnesotans owned stock in American business, an increase of more than 135 per cent over a decade ago. Among the firms whose stock these Minnesotans can purchase are 34 state companies listed on the New York, American and Midwest stock exchanges, plus numerous other firms whose stock is carried in over-the-counter listings.



*Banking once was a sideline of real estate men and lumber dealers. Today, there are 726 banks in the state with assets in excess of \$8 billion.*



Minnesota's 232 insurance firms with more than \$1.9 billion insurance in force make the state one of the nation's largest insurance centers.



More than 260,000 Minnesotans today own shares in American business while 34 state firms trade their stock on one of the three major stock exchanges.



The 79 Minnesota savings and loan associations show outstanding mortgage loans of over \$2.2 billion and assets of more than \$2.5 billion.

*Minnesota boasts 35,901 miles of hard-surfaced roads. Over 900 are, or will be, federal interstate highways.*



*Commerce through Duluth-Superior makes this twin port facility second only to New York in annual tonnage.*



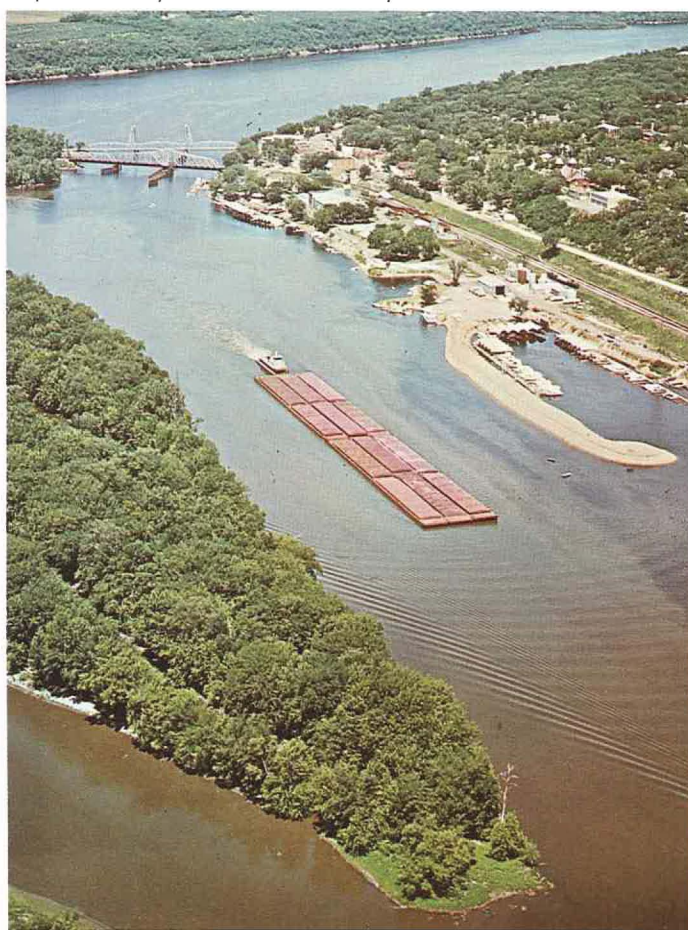
*Largest state air facility is Minneapolis-St. Paul International Airport, a jet-age installation capable of handling 9 million passengers and 540 million tons of freight anticipated in 1975.*



Seven airlines, four international, offer over 325 arrivals and departures daily from International Airport to U.S. and overseas cities.



Twelve Class I and four Class II railroads operate in Minnesota. During 1966, Class I lines carried more than 2 million carloads of freight.



Water plays a vital role in Minnesota transportation. A \$35 million Upper Harbor project links the state with mid-America and Gulf ports.

Minnesota's diversified transportation system ranks among the most advanced in the nation. An intricate network of air, land, and water routes links the state, and Upper Midwest, with all United States and world markets.

The Twin Cities area, the nation's seventh largest distribution center, serves as the hub of Minnesota's transportation system.

By air from any one of the state's 459 public and personal-use airports (plus 27 seaplane bases), the nation's cities and markets are just over three hours away. Largest air facility is Minneapolis-St. Paul International Airport, a multi-million dollar jet-age installation designed for 9 million passengers and 540 million pounds of freight anticipated in 1975. Seven airlines — four of them international — offer more than 325 arrivals and departures daily. In addition to statewide public air facilities, many private centers are maintained adjacent to industrial sites to serve the flying business executive.

Twelve Class I and four Class II railroads operate in Minnesota. During 1966, the Class I lines carried more than 2 million carloads of freight — 1,148,208 carloads originating and 894,482 terminating in the state. Four switching and terminal companies also serve Minnesota industry.

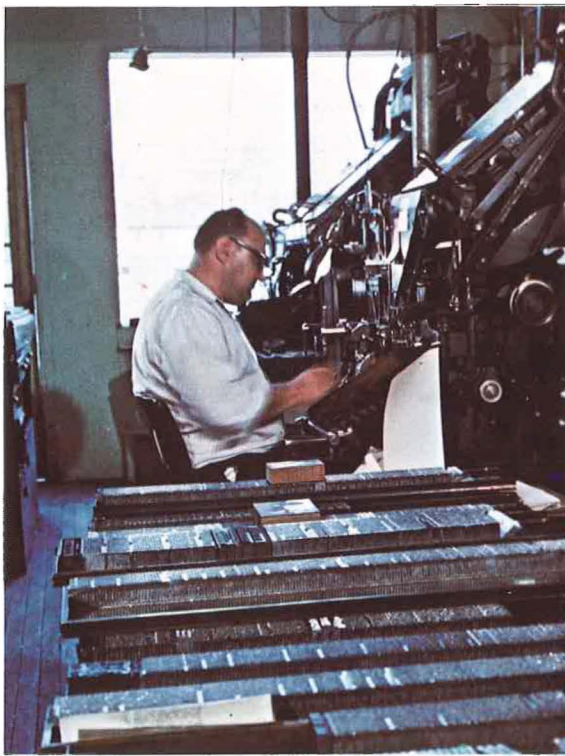
Seventy-five Class I and II motor freight carriers based in Minnesota annually carry more than 11.5 million tons of goods. The Minnesota Motor Vehicle Division issued 27,885 YZ (semi-trailer) licenses in 1966. The Twin Cities area, with the largest grouping of terminals as well as the most modern facilities in the Roseville area (a suburb of St. Paul), is the nation's third largest trucking center.

Minnesota's highways boast some 35,901 miles of hard surfaced roads, fifth highest in the nation. More than \$700 million has been expended on Minnesota's interstate system which is approaching 400 miles completed. By the end of the current federal highway construction program, Minnesota will have invested more than \$1.2 billion in more than 900 miles of interstate highways.

Appropriately, water transportation plays a vital role in Minnesota industrial expansion. By virtue of its geographic location at the head of the St. Lawrence Seaway, Minnesota is one of 26 states having access to ocean port facilities. The twin ports of Duluth-Superior rank second only to New York in annual tonnage and have shipped more than any other port in the Great Lakes since the Seaway opened in 1959. The Mississippi and Minnesota Rivers offer a second important water transportation source for Minnesota industry. A \$350 million Upper Harbor project has opened an all-water route from the Twin Cities area to New Orleans and intermediate destinations into the central United States via the Illinois, Ohio, and Tennessee Rivers.



Seventy-five Class I and II motor carriers operate in Minnesota with the Minneapolis-St. Paul area ranking as the nation's third largest trucking center.



Minnesota newspapers today number 403. Of this total, 30 are dailies, with a total circulation of more than 1.1 million.

Minnesota's communications industry flourishes. While difficult to determine precisely why, it has been claimed that more Minnesotans per thousand population work in communications than any other area in the United States.

The industry in Minnesota consists primarily of newspapers, radio, television, magazines, telephone, specialized data processing, and supporting services such as advertising and public relations.

Minnesota's first newspaper was published in St. Paul in 1894. Today, there are 403. Of these, 30 are daily newspapers with a total circulation in excess of 1,104,000. In addition, numerous special purpose newspapers, trade journals and magazines, with local and national distribution, are published in the state.

The first radio station in Minnesota went on the air in Minneapolis in 1922. Today, there are 110. Commercial stations total 103 (80 AM and 23 FM). Educational radio includes three AM and four FM stations.

Television broadcasting began in Minnesota in 1948. There are today 15 stations — 11 commercial and four educational.

Telephones, of course, play a vital role in both private and business communications. Ninety-four per cent of all Minnesota households (third highest among all states) have telephones. Total phones in use exceed 1,730,000 — with more than 1,307,000 in homes and 423,000 in business establishments. And by virtue of geographic location, the state's Wats service for business is most economical. Only two other states have a lower monthly rate for full time Wats service for Area 6 (which includes the entire nation).

During the past 15 years, Minnesota has become one of the nation's leading "brain industry" centers. Today, more than 170 electronics and related science industries are active in the state. In addition to designing and producing computer systems, skilled electronic data processing people have established a number of computer service centers. These centers provide instantaneous communication of sales, inventory, profit and loss data. Complex computer centers, serving business as well as the scientific and military fields, are maintained by private corporations and by the University of Minnesota.



Wherever news takes place — locally, nationally or internationally — it is covered for Minnesota newspapers by staff correspondents or through major news services.

*Minnesotans can count on the state's 110 commercial and educational radio stations for news, information and entertainment.*



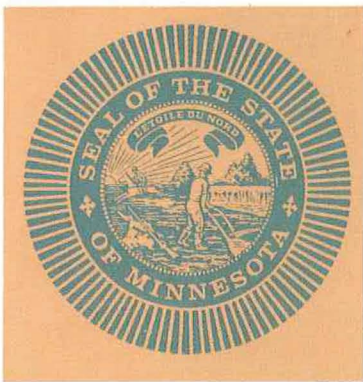
*Complete national and local programming is strongly emphasized by the state's 15 television broadcasters.*



*The advertising-public relations profession in Minnesota is nationally recognized for versatility and competence.*



*Over 1.7 million telephones are in use in Minnesota—1.3 million in homes, 423,000 in business.*



**STATE CAPITOL** When the Minnesota Territory was formed in 1849, there was no Capitol, so the legislature convened in a St. Paul hotel. The first capitol building was completed in 1854 and enlarged twice. It burned in 1881. A larger structure on the same site—Tenth St. between Cedar and Wabasha in St. Paul—was completed in 1882. This, too, became inadequate and in 1905 the present building, designed by world famous architect Cass Gilbert, was completed at a cost of \$4,500,000.

**STATE SEAL** Minnesota actually has two seals. One, for the territory of Minnesota, was adopted in 1849 from a sketch by Col. J. J. Albert, and redrawn by Capt. Seth Eastman. This design was approved by Gov. Alexander Ramsey and the territorial legislature. When Minnesota became a state on May 11, 1858, there still was no official state seal and no official act could be undertaken. The territorial seal was used until one designed by Robert O. Sweeney was semi-officially adopted by Gov. Henry Sibley. The legislature did not approve this design, and Gov. Sibley made some changes, such as the original Latin motto to French: "L'Etoile du Nord," thereby making Minnesota the North Star State. In 1861, the legislature made it the official state seal.

**STATE FLAG** The new state flag was adopted by the 1957 legislature, replacing the old flag adopted in 1893. The picture on the flag's seal shows a pioneer farmer plowing on the banks of the Mississippi, his gun and powderhorn within reach. He is looking back at an Indian galloping away. At the right are the falls of St. Anthony, and at the top is the state motto—"L'Etoile du Nord"—Star of the North. Three dates are woven into the flowered wreath: 1858, the Statehood year; 1819, establishment of Fort Snelling; and 1893, the year the flag was adopted.

**STATE FLOWER** Through a technical error, the first state flower (Cypripedium calceolus) adopted in 1893 did not grow in the state. So in 1902 the legislature adopted the pink-and-white lady-slipper (Cypripedium reginae). It has two names, both correct: Showy Lady-Slipper and Pink-and-White Lady-Slipper. Often, it is incorrectly called the Moccasin flower, which is a purplish, stemless lady-slipper. Today, the state flower is quite rare and a law, passed in 1925, prohibits its picking.

**STATE TREE** The Red or Norway Pine became the state tree in 1953. It is a tall, stately tree which reaches a height of 60 to 100 feet. The trunk is straight and uniform, three to five feet in diameter. It is usually bare of branches for two-thirds of the way up the trunk, with the top or crown rounded.

**STATE SONG** The 1945 legislature adopted a joint resolution which named "Hail! Minnesota" as the official state song.

"Minnesota, hail to thee! Hail to thee, our state so dear!  
Thy light shall ever be, A beacon bright and clear;  
Thy sons and daughters true, Will proclaim thee near and far;  
They shall guard thy fame and adore thy name;  
Thou shalt be their Northern Star."

**STATE FISH** The Walleye (Stizostedion v. vitreum) is found throughout Minnesota in lakes and rivers but is most at home in the large, clear, cool lakes of the northern forests. It attains a weight of 18 pounds and has flesh of the highest quality.

**STATE BIRD** The Loon became the official state bird in 1961. Known scientifically as Gavia immer, it also is called the Common Loon, and the Great Northern Diver. The Loon is a large bird, with wing spans to five feet and body lengths to three feet.

## MINNESOTA FACTS

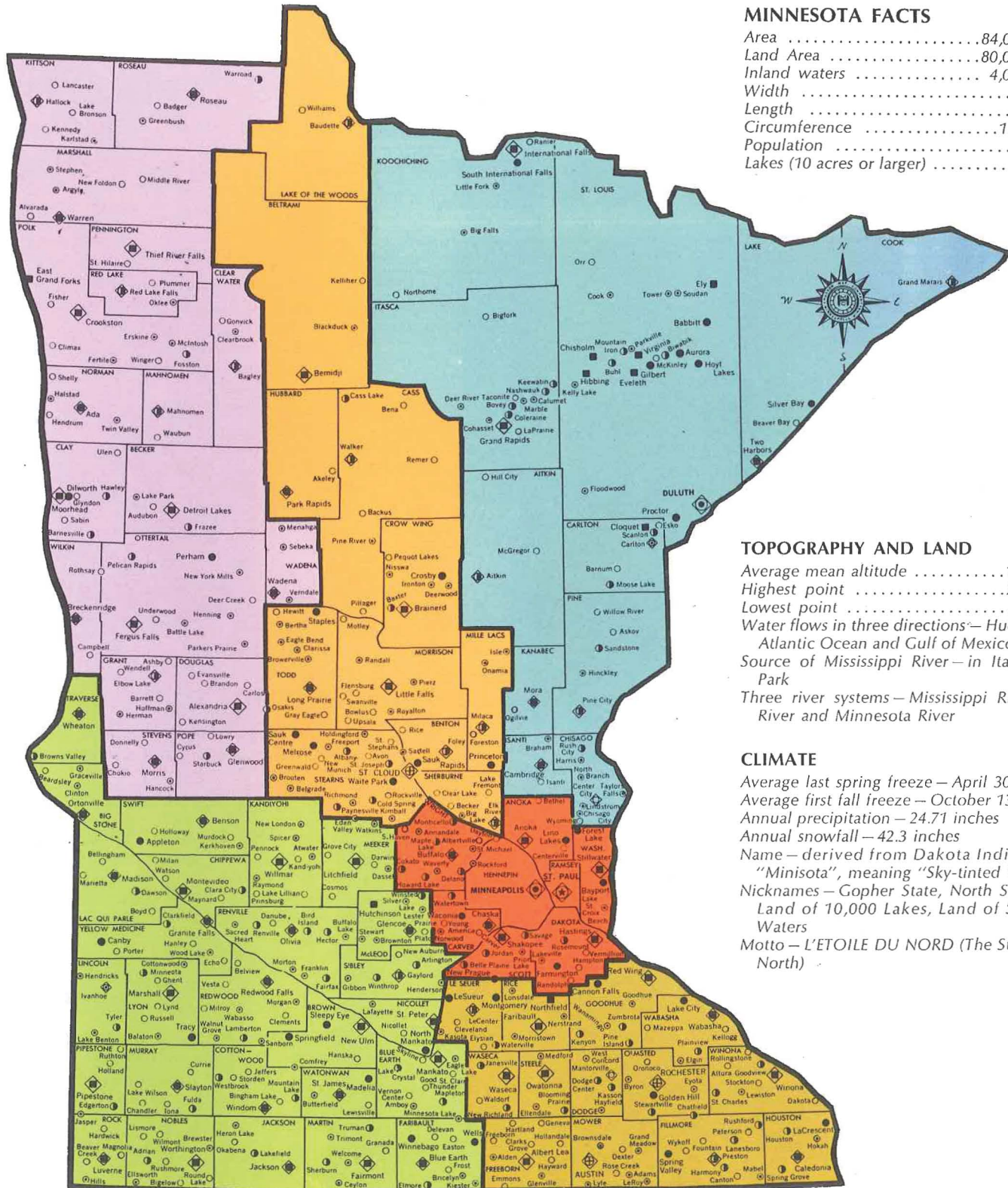
Area .....84,068 sq. mi.  
 Land Area .....80,009 sq. mi.  
 Inland waters .....4,059 sq. mi.  
 Width .....358 miles  
 Length .....405 miles  
 Circumference .....1,880 miles  
 Population .....3,576,000  
 Lakes (10 acres or larger) .....14,215

## TOPOGRAPHY AND LAND

Average mean altitude .....1,200 feet  
 Highest point .....2,301 feet  
 Lowest point .....602 feet  
 Water flows in three directions— Hudson Bay,  
 Atlantic Ocean and Gulf of Mexico  
 Source of Mississippi River—in Itasca State  
 Park  
 Three river systems— Mississippi River, Red  
 River and Minnesota River

## CLIMATE

Average last spring freeze— April 30  
 Average first fall freeze— October 13  
 Annual precipitation— 24.71 inches  
 Annual snowfall— 42.3 inches  
 Name— derived from Dakota Indian word  
 "Minisota", meaning "Sky-tinted Waters"  
 Nicknames— Gopher State, North Star State,  
 Land of 10,000 Lakes, Land of Sky Blue  
 Waters  
 Motto— L'ETOILE DU NORD (The Star of the  
 North)



## POPULATION OF CITIES AND TOWNS

★ State Capital

◎ 100,000 and Over

⊕ 25,000 to 100,000

■ 5,000 to 25,000

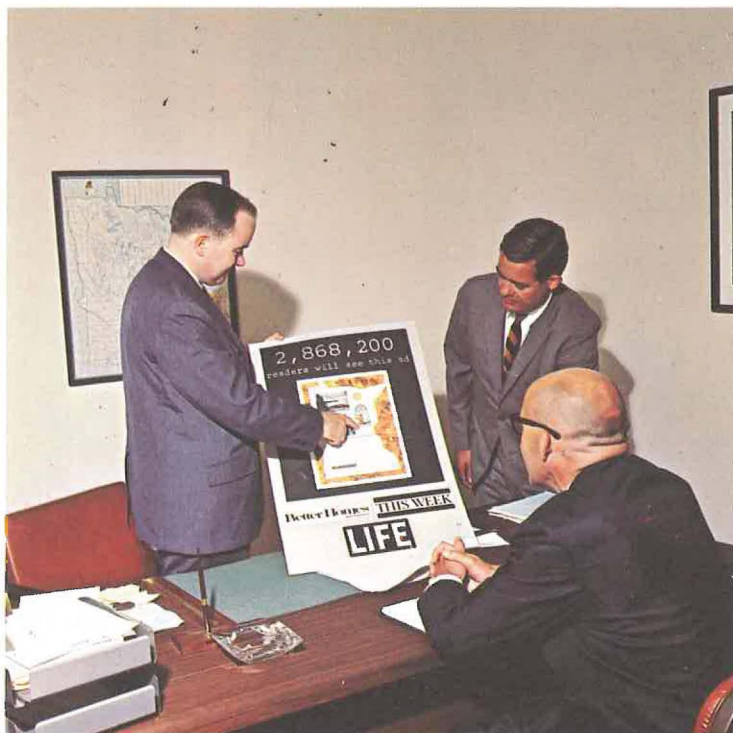
● 2,000 to 5,000

● 1,000 to 2,000

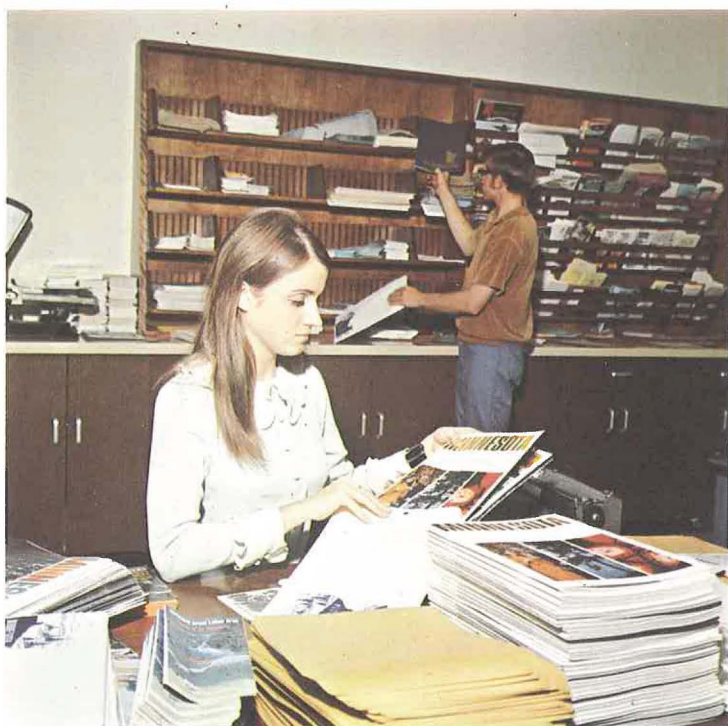
○ 500 to 1,000

○ Under 500

Population Symbols Enclosed By ◇ Indicate County Seats.



Advertising campaigns, both regional and national in scope, are planned and coordinated by the Department of Economic Development. Their purpose is twofold: to make industry aware of the opportunities afforded by locating in Minnesota, and to attract tourists to the state's many scenic and historic wonders.



The effectiveness of the Department's efforts are measured in various ways, but most apparent is the constant flood of mail received, asking for information about Minnesota. As many as 18,000 inquiries or more may be mailed to its offices each month.

An enlarged and revitalized Minnesota Department of Economic Development is playing an important role in promoting Minnesota's wealth of industrial capacity and tourist attractions. Specialists in a wide range of subjects make up an energetic staff of 45 people which is eager to answer any questions about the state and its natural and human resources.

The Department operates through four divisions: Industrial Development, Tourism, Publicity & Promotion, and Research. All are devoted to the idea that Minnesota is one of the top states in which to live, work and play. Their activities range from preparing information brochures for vacationers to promoting Minnesota's products at international expositions. Working on a variety of assignments, the divisions often combine their talents on a single project.

The Industrial Development division is staffed with experienced, business-minded professionals backed up by the most comprehensive, up-to-date files available. Whatever problem you have, be it financing, marketing, locations or others, an expert is ready and eager to assist.

If you need a building site, for example, the division can advise you of hundreds of excellent industrial sites throughout Minnesota. It also maintains a perpetual inventory of available industrial buildings.

If you require information about the labor situation, it is equipped to help with quick, accurate surveys geared to your particular type of operation.

You may be interested in other specific questions related to new or expanded industry. The Department of Economic Development has specialists in marketing, community development, finance, world trade — virtually every phase of industrial development. Its staff will be happy to meet with you to discuss any aspect of the state. For information, write to: Department of Economic Development, 57 West 7th Street, St. Paul, Minnesota, 55102. Phone 612-221-6461.

*Published for the Minnesota Department of Economic Development by the Colwell Press in cooperation with the Greater Minneapolis and St. Paul Area Chambers of Commerce, the Minnesota Chamber of Commerce Executives and:*

Cargill  
Dain, Kalman & Quail, Inc.  
Dayton's, A Division of Dayton Corporation  
First National Bank of Minneapolis  
General Mills  
Gould-National Batteries, Inc.  
Great Northern Railway Co.  
Green Giant Company  
Hoerner Waldorf Corporation  
Honeywell  
IBM Corp.  
Investors Diversified Services  
The Iron Mining Industry of Minnesota  
Josten's  
KSTP Radio and Television  
The Minneapolis Star and Tribune

3M Company  
Northern Natural Gas Company  
Northern States Power Company  
Northwest Orient Airlines  
Northwestern Bell Telephone Company  
Northwestern National Bank  
Northwestern National Life Insurance Company  
Northwestern Refining Company  
Pako Corporation  
The St. Paul Insurance Companies  
G. T. Schjeldahl Company  
Theo. Hamm Brewing Co.  
Univac, Division of Sperry Rand Corp.  
WCCO Radio and Television



The Department keeps tabs on statewide industrial development and provides information on available building sites and existing facilities. Facts such as local tax structures, labor availability, housing and natural resources are compiled regularly to provide the prospective industrialist with whatever he needs to help make his venture a profitable one.



An experienced research staff constantly ferrets out any information that can be of use to new business. The vast stores of valuable facts and figures which result are available—at no cost—to anyone who needs them.



Of particular interest are the many industrial park areas being developed in the Twin City area and in other communities. Frequent visits to these sites by staff members, as well as continuing contact with the developers, helps provide up-to-the-minute information for prospective new industry.

**State of Minnesota**  
**Department of Economic Development**  
57 West Seventh Street  
St. Paul, Minnesota 55102