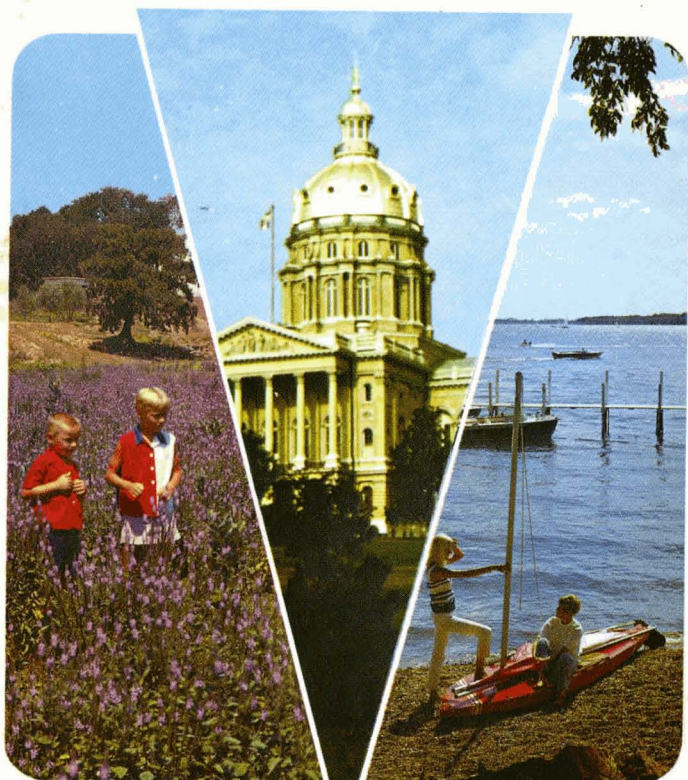


The Indians
called it
**beautiful
land** Your
Quick-Fact
Book:



Iowa
a place to grow

for information on industry, agriculture, tourism or export
please write or call: Iowa Development Commission, 250
Jewett Building, Des Moines, Iowa 50309. Phone 515/281-3251



hello!

Governor
Robert D. Ray

IOWA: then and now, “beautiful land”

Beautiful Land. So it was known to the Indians who roamed our streams and prairies. So it appeared to the French and priests who first brought Iowa within the white man's world. And so it became for sons and daughters of this middle border who found in Iowa a fulfillment of the hopes that had drawn them here from homelands farther east or from across the sea.

Today Iowa is still the Beautiful Land—for its own people and for its visitors, many of whom return again and again. It is a land of fresh, clean air and unpolluted streams. A place where friendliness is a way of life. A place to grow.

Iowa is not only a beautiful land. It also is a happy and abundant land, where vibrant, industrious people work side by side in fields and factories. The fertility of Iowa's soil is legendary. And dotting the countryside are prosperous cities and towns, alive with busy factories.

From pre-kindergarten through graduate school and research centers, Iowa and Iowans are already facing into the Twenty-first Century. Drama, music and all other fine arts are part of our way of life. Hunting, fishing, boating, hiking are never more than minutes away.

It has been said: “In all that is good, Iowa provides the best.” We welcome you to make this discovery for yourself.

Cordially,

Governor of Iowa



Chemplex plant at Clinton contributes to \$13 billion annual industrial output in Iowa.

Iowa: industry

While Americans generally regard Iowa as a corn, hog and beef producer, the state has made great strides in industrial development.

More than 240,000 Iowans are employed in the state's 3,800 manufacturing plants, whose 1973 total production of \$13 billion surpassed agricultural production almost two times.

Industries with national distribution find Iowa's central location and excellent transportation a big plus factor.

Outstanding educational facilities for management or vocational training are scattered throughout the state—all within less than an hour's drive of any point in Iowa.

Bolstering the degree institutions are 16 area community and vocational colleges that work hand-in-hand with industry for training industrial employees at all levels. These, likewise, are strategically located for nearness to plant.

Iowans coming off a farm or from a small community have a built-in mechanical know-how and are accustomed to work. They are outstanding metal fabricators.

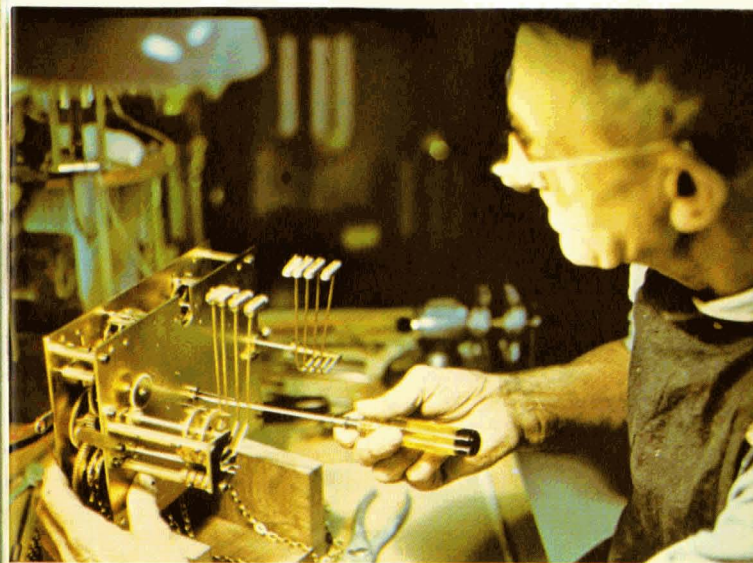


South central Iowa has vast deposits of coal for future energy needs.

An 800-member Iowa Manufacturers Association is a wealth of information and influence for new or existing industrialists.

The industrial division of the Iowa Development Commission provides outstanding fact and survey service to prospective industry and can connect prospects with any of the 200 communities which have standardized, finger-tip, up-to-the minute data available.

The beginning of a tire at the Firestone plant in Des Moines.



Skilled workers produce a variety of electronic equipment and components in Iowa's growing electronics industry.

Continuous pursuit for new industry has brought 159 of the nation's "Top 500" industries which operate 436 plants in Iowa.

In total, 200 communities in Iowa, under guidance of the Iowa Development Commission, have qualified themselves for industrial development with zoned districts, heavy-duty utilities and streets and covenants.

For years Iowa has offered industrial revenue bond financing to assist plants with procurement of sites, buildings, equipment and pollution control equipment.

Machining, grinding, welding, stamping, molding, almost any type of manufacturing process you can name is done in Iowa.





Iowa: agriculture . . .

Farms—137,000 of them—are independent businesses that provide livelihoods for about 520,000 Iowans.

Efficiency experts marvel at the high productivity per man—achieved by the technology-oriented, highly-mechanized Iowa farmers.

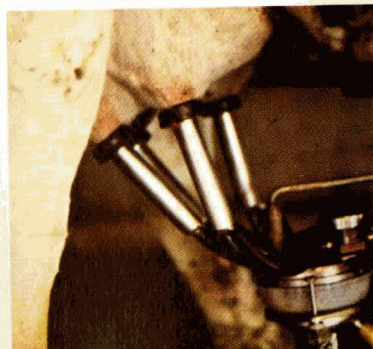
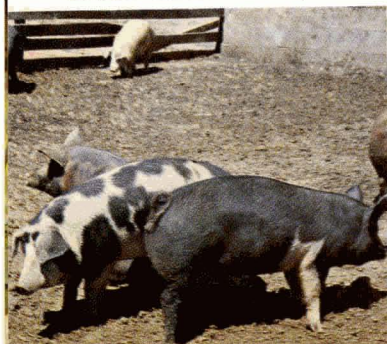
The state's 34,300,000 acres of agricultural land produced 3,735,952 head of grain-fed beef and 17,781,413 head of hogs in 1972. In 1973 Iowa farmers produced 1.2 billion bushels of corn and 268,000,000 bushels of soybeans.

Iowa farms are an average 250-acre, \$51,000-a-year business venture that stimulates a variety of agri-business activity, foreign export enterprises and commodity activity around the world.

Iowa farmers produce nearly \$6.7 billion worth of crops and livestock each year. In fact,

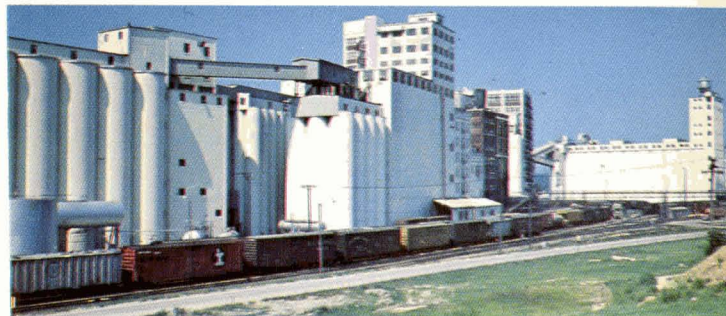
Iowa farms produce 25% of pork slaughtered in the United States each year.

Dairying contributes \$231 million to Iowa's \$6.7 billion total farm output.



Iowa is second in the nation in the number of grain-fed beef produced.

Quaker Oats at Cedar Rapids is one of the many agri-related industries in Iowa.



Iowa leads the nation in livestock marketings. In 1973, Iowa produced 25.3% of total U.S. commercial hogs slaughtered and 12.7% of total U.S. commercial cattle slaughtered. Last year Iowa led the nation in corn production and was the first state to exceed a billion bushel yield.

The well-marbled, juicy, taste-tantalizing corn-fed steaks come from Iowa feedlots. Sioux City has become the No. 1 stockyards center in the nation.

Forty-four abattoirs in Iowa quick-chill beef and pork for maximum freshness. This fresh meat is then quickly transported to the nation's supermarkets and restaurants in refrigerated trucks to insure the tastiest and freshest red meats possible.

Some of the nation's top packing houses are located in Iowa. Specialized luncheon meats, specially-cured hams and a wide assortment of sausages and bolognas are processed and distributed from Iowa specialty packing plants.

An estimated 30 per cent of the U.S. shoe leather and a large number of the nation's footballs

Huge grain elevators dot the fertile landscape and store their precious bounty for use on America's tables or the expanding world export market.



and basketballs come from hides of animals slaughtered in Iowa.

Iowans contribute more than 8% of the total amount of food consumed and exported by the U.S. Meeting this responsibility means working with nature and preserving its abundance for future generations.

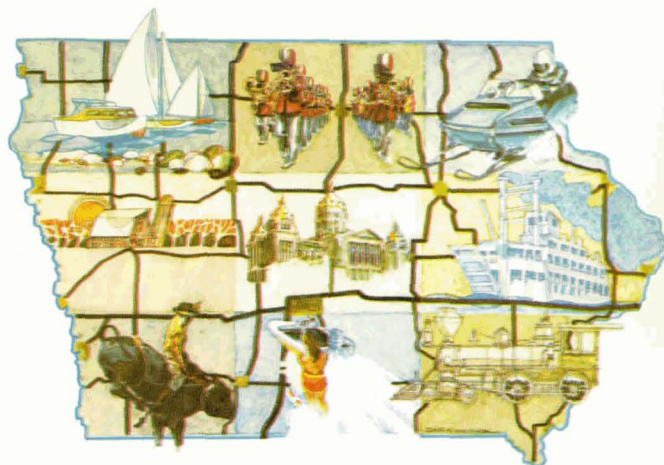
The fascination of animal life and fields of food are a never-to-be-forgotten thrill for city-reared children who visit the farms.

The state is truly the agricultural heartland of our nation, where nearly as much wealth each year is produced by Iowa farms as all the gold mines in the world.

The foreign trade and export division and the agriculture division of the Iowa Development Commission are in constant contact with national and world food officials in efforts to transact business on bulk and processed foodstuffs originating in Iowa.

Today's concept of agriculture includes production, processing, manufacturing, servicing, utilization, and marketing. It is this agricultural family that forms an important foundation for Iowa's expanding economy.

Iowa: a tourist's delight



No matter where you travel within Iowa's 56,000 square miles you'll encounter points of interest along the way . . . in its woods and rolling plains, in its people and in its history and tradition.

You'll find cavalry outposts, sites of Indian massacres, colonies of Amish, villages harking back to Old Holland, Luxemburg and Germany, a man-made prayer in stone on the life of Christ, a humble birthplace of a beloved president.

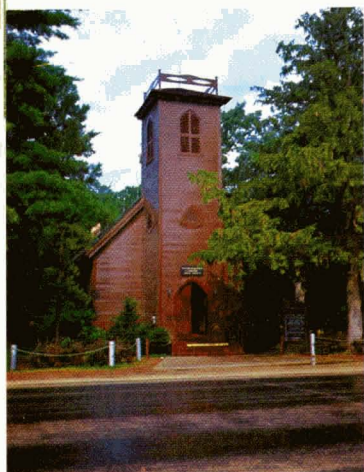
The Herbert Hoover Memorial in West Branch, site of the cottage where Herbert Hoover was born.



You'll also see modern campuses, industrial complexes, rustic lake-front parks, water playgrounds and rich black soil as far as the eye can see.

As a convenience for the tourist, whether native or visitor, the Iowa Development Commission offers the "Iowa Booklet," a fact-packed tour guide showing you the historic and beauty spots in the state.

The Little Brown Church at Nashua, the site of hundreds of weddings annually inspired the famed spiritual "Church in the Wildwood"



Living History Farms, Des Moines preserves Iowa's farming heritage.



Thousands of visitors annually come to the Grotto of the Redemption at West Bend, one of the world's largest.

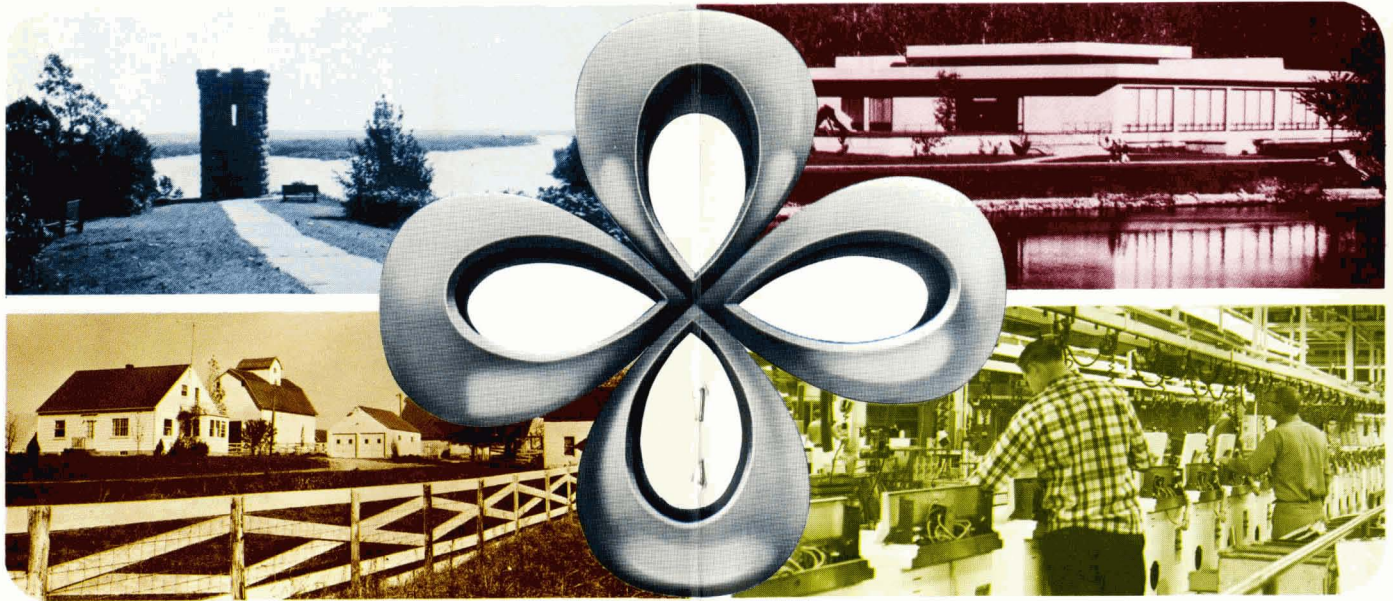


Iowa's four seasons and the state's many lakes, rivers and woodlands offer unlimited opportunities for year-round outdoor recreation...fishing, boating, swimming, hunting, horseback riding, hiking, skiing, ice skating, snowmobile riding.

Brochures also are available on park and recreation areas, cultural centers and high-interest weekend mini-vacations.

The Iowa Development Commission welcomes your inquiries and will be happy to send you these interesting and helpful brochures. You are invited to discover Iowa.





Iowa: quality of life

Wide open spaces, uncongested living, economic stability, educational opportunity, unlimited recreational facilities give Iowans an enviable life style.

Waiting in line or being caught in traffic jams is rare in this rustic but modern environment.

The social, governmental, technological, agricultural, recreational, medical and educational aspects all are abundant and up-to-date in Iowa.

Iowans are neighborly, friendly, helpful, trusting. Iowa has money in reserve in the state treasury. Iowa State University grants more doctorates in technology than any university west of the Mississippi. Iowa produces 8 per cent of the nation's food supply with 1 per cent of the population. Iowa has 72 natural, 100 man-made lakes and 203 recreational and park areas for outdoor play. Iowa has 143 hospitals and medical centers. Iowa is tops in the nation in educational facilities and opportunity.

With 17 major cities and 952 communities Iowa has its services concentrated in the more heavily populated areas.

Because of its relaxed, safe, stable, free enterprise atmosphere Iowa has become "a mecca" for raising a family in a wholesome environment. It is a boon to the executive who can connect quickly with points all over the nation but who can drive home for lunch if he wishes.

Culturally, Iowans have 32 community playhouses, 14 symphony orchestras, 12 art centers, 51 college bands and orchestras and 439 high school bands and music groups. If you can't play a musical instrument in Iowa it's because you don't want to.

The Sioux City writer's club is the most prolific in the United States. And Iowa boasts its poet Paul Engle, musical lyricist and composer Meredith Wilson, authors Henry Felson who turns on teenagers; MacKinlay Kantor whose "Andersonville" turned on the literary world or Richard Bissell whose "Pajama Game" musical turned on Broadway.

Iowans take life in stride in their own quiet, unassuming, dignified way.



Three Interstate highways make Iowa an ideal point for warehousing and breaking points for companies with national or regional distribution.

Iowa: an all-points transport network

Iowa business and industry makes full use of 33,027 miles of paved highways for commerce.

The state's three interstate highways connect Iowa with the east and west coasts and with Canada and Mexico.

In all, 64 truck firms with terminal services serve Iowa and the nation. Twenty-six parcel and express companies provide overnight service to all Iowa points. There are 2,500 contract carriers, 19 charter companies and 87 bulk liquid carriers. In all, 3,510 are registered for interstate commerce.

Iowa is a leader in aviation, ranking 13th in the nation in public use airports.

Currently, 89 all-weather airports serve Iowa with more scheduled for completion during the next year. The state ranks 11th in the nation in the number of all-weather facilities.

There are nearly 3,000 general aviation aircraft in use in Iowa. The state ranks 17th in the number of aircraft and 17th in the number of active pilots.

Many manufacturing companies and private businesses own and operate their own corporate planes. Because of Iowa's flat topography many

Freeway 235 ties in with Interstate Highways 35 and 80 and links Des Moines with east and west coasts and Canada and Mexico.



industries maintain private landing facilities on or adjacent to their plants.

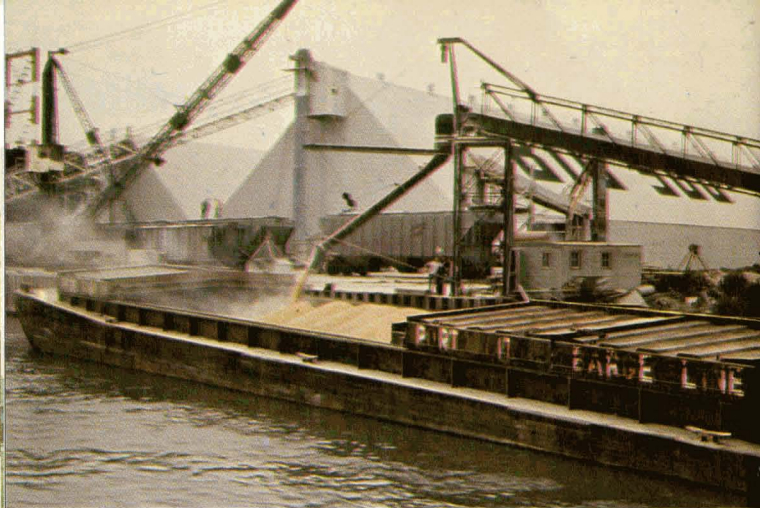
Iowa is the only state having two navigable rivers on its borders. The Mississippi and Missouri carry hundreds of thousands of tons of barge freight up and down the waterways. Sioux City, located in the heart of the corn belt, is the northern most terminal for international barge shipping on the Missouri river.

Nearly all Iowa communities have or may obtain access to rail service. The state ranks fifth nationally in miles of class I railroad track, has 9,400 active railroad employees, eight class I and six class II railroads and more than 11,600 miles of trackage.

All class I railroads serving Iowa offer "piggy-back" service. One-day delivery is available to approximately one-fourth of the nation's population and all but the west coast can be served in four days.

Five barge lines operate on Mississippi and Missouri rivers which form Iowa's east and west borders. Iowa is the only state having two navigable rivers for low-cost river transport.





From beauty in a field . . . to fun at a lake.

Iowa: Exports for a World Market

Iowans have moved boldly into the foreign market, both with foodstuffs and manufactured products. This penetration of a new world market has contributed greatly to Iowa's growing economy.

The primary effort of nearly 10,000 Iowans today is associated with the production and distribution of manufactured products for international marketing. Another 28,000 can be added to the production and distribution of agriculture-related export products. Of Iowa's 3,800 manufacturers, 741—mostly small and medium-sized industries—are engaged in export business.

In all, Iowa's industry and agriculture export more than \$2 billion annually, largely to Europe, Asia and South America. Over a 10-year period of enticing foreign business Iowa has developed enough foreign trade to keep 10 per cent of its workforce busy on that alone.

Much of the foreign business was obtained through a series of trade missions to South America, western Europe and the eastern hemisphere, including China.

These tours helped build lasting relationships with foreign buyers who favored Iowa firms with millions of dollars in export business.

So skillfully did Iowa manufacturers respond, they have won 24 Presidential Export awards for excellence in international marketing.

A staff of experts has been assembled at the Iowa Development Commission to assist manufacturers and agri-businessmen in foreign dealings.

Iowa: its people

Iowans are 77.6 per cent native to the state, deriving largely from hard-working Nordic stock. They have the highest literacy rate in the U.S. Rooted in the puritan piety and protestant work ethic, Iowans still believe employees should "give a day's work for a day's pay." In industry, business and agriculture they are regarded as "quick learners, high producers."

Population 1970 Census	2,825,041
Urban	1,616,405
Rural	1,207,971
Iowans in Schools—1972-73	
Total K-6	336,596
7-9	154,194
10-12	144,112
Special education and post	
high school	11,045
Grand Total	645,947
Enrollment in Institutions of	
Higher Learning —	
Fall 1973	108,197
Iowa Families, average size	3.52
Total Employment - 1973	1,287,000
Unemployed	37,800
Percent of unemployed	2.9
Iowans engaged in farming (1972)	
Number of farms	137,000
Number of hired workers	30,000
Total workers on farms	188,500
Housing Characteristics	
Number of housing units	
(1972)	954,801
Number of housing units	
owner occupied	642,655
Percent owner occupied	67.3
Population per square mile	
(1970)	50.5

Excellent schools, from pre-school through graduate study, are a way of life in Iowa.

IOWA: for outstanding education

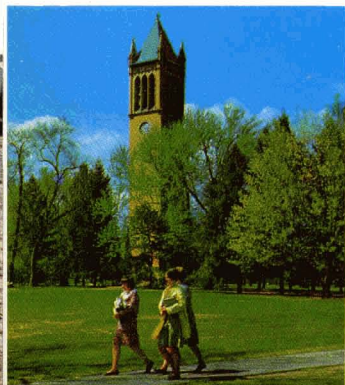
The fact that Iowa consistently has led the nation in functional literacy ratings can be attributed to the state's outstanding school system. Iowa has 453 public school districts, 374 parochial and private schools, 30 private colleges and universities, 2 professional and technical colleges, 16 area vocational schools and area community colleges, 6 private junior colleges and three state universities.

The University of Iowa at Iowa City, with an enrollment of 20,528, has a beautifully landscaped campus. Among the 98 buildings on the campus are the Administration Building, once Iowa's Capitol Building, and University Hospitals, one of the nation's leading medical units.

Iowa State University at Ames has an enrollment of 19,267 and trains students in eight major fields: agriculture, agricultural engineering, home economics, engineering, science and humanities, veterinary medicine, education and the field of graduate study. The agricultural branch, including the Experimental Station now working on the development of agricultural by-products for industrial use, has earned an international reputation for excellence.

The University of Northern Iowa at Cedar Falls, with an enrollment of 9,496, operates on a four-quarter basis. Alumni from the university have made the school famous the world over.

The Campanile of Iowa State University at Ames.



University of Northern Iowa



IOWA: its historic dates

In **1673** Louis Joliet and Father Jacques Marquette became the first white men to set foot on Iowa soil. Julien Dubuque, a fur trader, obtained sanction from the Indians in **1788** to work the lead mines and settled near the present city of Dubuque.

The Louisiana Territory, including the present State of Iowa, was purchased by the United States from France for \$15 million in **1803**. In **1805** the Mississippi River was explored by Zebulon Pike and the Missouri River was explored by Lewis and Clark. The first fort in Iowa was built in **1808** at Fort Madison.

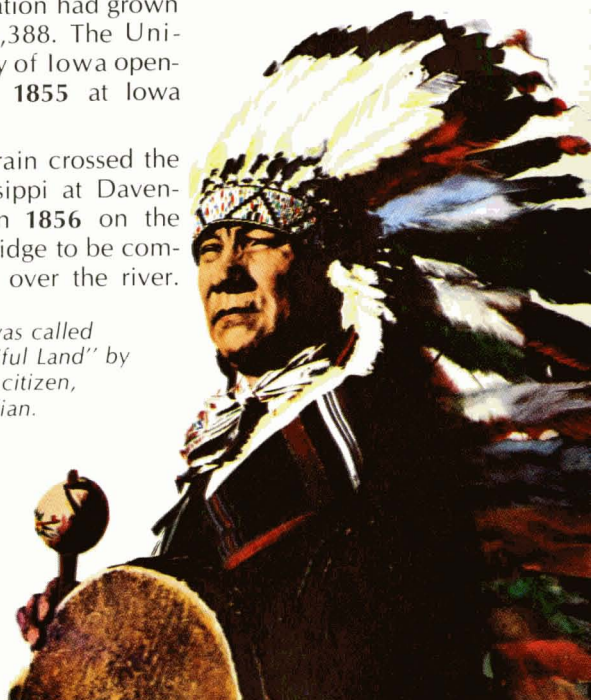
Iowa became a free territory in **1820** under terms of the Missouri Compromise. The first school in Iowa was established in **1830** by Dr. Isaac Galland in Lee County. The Indian title to the Black Hawk Purchase was transferred in **1833** to the United States and settlers were permitted to remain in eastern Iowa.

The first Iowa newspaper, the Dubuque Visitor, was printed in **1836** at Dubuque. The Territory of Iowa was established in **1838**, Robert Lucas was the first governor and the population then was 22,859.

Iowa became a state on December 21, **1846**, when the Act of Congress was signed by President Polk; the population had grown to 102,388. The University of Iowa opened in **1855** at Iowa City.

A train crossed the Mississippi at Davenport in **1856** on the first bridge to be completed over the river.

Iowa was called "Beautiful Land" by its first citizen, the Indian.



IOWA'S FIRST STATEHOUSE, the "Old Capitol" at Iowa City, is now used for offices at the University of Iowa.



The capital of Iowa was moved in **1857** from Iowa City to Des Moines (Des Moines is an adaptation of "De Moyen," translated as "middle" in reference to the location of the Des Moines River, the principal stream between the Mississippi and Missouri rivers).

In **1873** the cornerstone was laid for the new Capitol Building. The first telephone line in the state was constructed in **1877**. The present Capitol was occupied for the first time in **1885**. The first automobiles in Iowa were displayed at the Linn County Fair in **1899**.

In **1921** radio station WOC—the second in the world and first west of the Mississippi—was established at Davenport. The first regular transcontinental air mail service crossed Iowa in **1924**. In **1929** Herbert Hoover, a native of West Branch, Iowa, was inaugurated as President—the first president born west of the Mississippi.

Iowa celebrated its centennial in **1946**. In **1951** Iowa's value of industrial output matched the value of agricultural output in the state, and industrial output has climbed steadily since then. In **1974** completed federal flood control projects provided Iowans with a total of 25,350 acres of recreational lakes.



IOWA: a beautiful name

There are two versions of how Iowa got its name. It may have been a derivation of a word in the Algonquin Indian dialect meaning "Beautiful Land," which a Sac and Fox chief is said to have called the territory. Another credited version is that Iowa stems from the name of a Sioux Indian family named Pahoja. French traders, unable to pronounce the word, called the Indians "Aiaouez," which soon was further shortened to "Ioway" or Iowa. Today Iowa is pronounced with the accent on the "I" and with a short, soft "a" at the end, like in "soda."

Iowa was christened the "Hawkeye State" by David Rorer, a Burlington judge, who found the name in James Fenimore Cooper's "Last of the Mohicans."

The Song of Iowa

Air: "Der Tannen baum" ("O, Christmas Tree")

*You ask what land I love the best.
Iowa, 'tis Iowa.
The fairest state in all the west.
Iowa, O! Iowa.
From yonder Mississippi's stream
To where Missouri's waters gleam,
O! Fair it is, as poets dream,
Iowa, in Iowa.
See yonder fields of tasselled corn,
Iowa, in Iowa.
Where plenty fills her golden horn,
Iowa, in Iowa.
See how her wondrous prairies shine
To yonder sunset's purpling line.
O! Happy land, O! Land of mine,
Iowa, O! Iowa.*

Helpful information . . .

If you are planning to visit, move to or tour Iowa, the Iowa Development Commission will help you enjoy and appreciate Iowa for however long your stay.

Businesses and industries seeking Iowa locations will have professional services available through the Iowa Development Commission. The Commission has up-to-date information on 200 cities and communities available to industrial prospects. Information about you and about them is kept strictly confidential until you decide what can and should be said.

For any inquiries about agriculture, industry, tourism or foreign trade, please contact the Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309. Phone 515/281-3251.

Members of the Iowa Development Commission

Ernest A. Hayes, Chairman
James W. Callison, Vice Chairman
John P. Tinley, Secretary

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E. Thurman Gaskill
Frank W. Griffith

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Ronald L. Kiger
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Ms. Mardelle Noble

Del Van Horn, Director

State Library Of Iowa
Miller Building

Des Moines, Iowa



Iowa
a place to grow

Iowa's new theme and symbol were dedicated in January, 1970, by Governor Robert Ray. The modern sculpture depicts growth in all directions, a reality in Iowa.