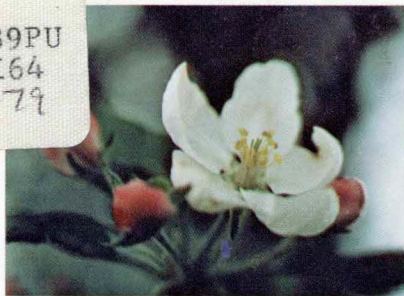


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# Iowa offers you more a place to grow



STAT



OF IOWA

DES MOINES, IOWA 50319  
Published by the  
Iowa Development Commission

#2



Governor Robert D. Ray

The Indians called what is now our state, Iowa — beautiful land. What more appropriate name could be given this place where Indians and early settlers found rich, fertile soil, clean fresh air, unpolluted streams, and gently rolling hills — truly a place to grow!

And grow it has. These assets that are still here coupled with the dedication of industrious, determined and hard-working people from diverse backgrounds, make Iowa an enviable place to live.

Iowa offers superior educational and recreational opportunities, cultural involvement and entertainment, lively sports competition, and most importantly, a friendly and neighborly lifestyle. Iowans are a happy people and are known for their genuine hospitality and helpfulness.

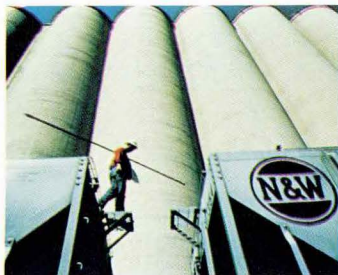
Our quaint towns, modern cities, busy factories, meticulously maintained farms and beautiful recreational areas evidence achievements and pride of our people.

Iowa truly offers “the good life.” I invite you to come see for yourself.

Sincerely,

*Robert D. Ray*

# Iowa corn crop can circle world 12½ times



Iowa synonymous with cornfields, cows and hogs? You bet! More than **\$7 billion** in crop and livestock cash receipts a year.

The state ranks number one in hog production—our farmers market over 17 million each year. That's 25% of the nation's supply and three times more than the second-ranking state. And that means almost **\$2 billion** in cash receipts annually.

And corn? We've got it! More than 1.1 billion bushels are produced every year, bringing in about **\$1.5 billion**. Setting those bushel baskets side by side, you could circle the world 12½ times.

Iowa ranks second only to Texas in the number of fed cattle marketed and cattle and calves produced. Our farmers produce 12% of the nation's **grain-fed beef**, or about 2.9 million head a year.

An Iowa beef producer raises enough beef to feed 411 people. A hog producer raises enough pork to feed 689 people.

Iowa is proud of her agricultural crown. The state leads the U. S. in total acreage of principal crops harvested. Over 18% of the nation's corn crop and more than 16% (204 million bushels) of the soybeans are grown on Iowa's **131,000 farms**.

In total farm production, Iowa ranks second only to California with its year-round climate and vast fruit and vegetable crops. Yet, three of every four Iowa acres are cropland.

The Hawkeye State boasts some "sleeper" farm products too. Did you know Iowa is a top popcorn supplier, producing **1.7 billion pounds** in the last three years? The world's largest corn cribs, holding 4,000,000 tons of popcorn, are in Sioux City.

Iowa is also a big cheese producer, ranking just behind Wisconsin, Minnesota and New York. Each year, Iowa

## Iowa is tops in hogs

curdles, **194,000,000 pounds** of cheese, or 6% of the nation's supply.

And that's not all. The Hawkeye State has more farms with sheep operations — 11,000 — than any other state, even Texas, California and Wyoming.

The state also produces

- 87.02 million bushels of oats (\$38.3 million/yr.),
- 2.98 million bushels of wheat (\$ 8.1 million/yr.),
- 1.9 billion eggs (\$75 million/yr.),
- 6.3 million turkeys (\$36.3 million).





# 131,000 farms blanket state

So farming is big business here.

About **224,000 Iowans** earn their living by tilling soil and feeding livestock. They produce 7% of the nation's food supply. That means one Iowa farmer feeds 70 people. (An equivalent only since Iowa doesn't grow every item needed in a balanced diet.)

A typical Iowa farmer works 266 acres.

While machines have eliminated back-breaking

labor, they've also pushed up costs of farming. Today, Iowa's farmers have over **\$58.7 billion invested** in land, buildings, machinery, crops and livestock.

Despite these high costs, Iowa farms remain family operations. Most Iowa farmers find the benefits— independence, working close to nature, raising a family in a relaxed lifestyle—far outweigh the costs. ❀

# Industry produces 2½ times more than ag

Outside its borders, Iowa is known strictly as an agricultural state. But because it's such a world leader in agriculture, Iowa's industrial accomplishments are even more remarkable.

Fact: Iowa's industrial output is 2½ times greater than agricultural output.

Industrial production: **\$19.8 billion** (est.); Agriculture: \$7 billion.

So large cities bulging with shiny steel buildings aren't the only desirable locations for industry. In 1977, 137 of *Fortune* magazine's "Top 500" com-

panies operated 302 plants in Iowa.

Iowa abounds with opportunities for business and industry.

- Maytag, a worldwide name in washers and dryers, pioneered its wringer washing

machine in Newton in 1907 and has since manufactured over **25 million laundry appliances** there.

- The countertop microwave oven — the Amana Radarange™ — was first manufactured in Amana, Iowa.



# Manufacturing adds 11,071 jobs a year



- John Deere, a farm and construction equipment manufacturer, is the state's largest private employer, and has nearly **27,000 Iowans** on its payroll.

- Massey-Ferguson makes Des Moines its North American headquarters.

- Grain Processing Corp., Muscatine, makes a polymer product that absorbs 125 times its weight in water and is used for disposable diapers, among other things.

- American Seeds, Inc., Muscatine, developed the first

and only existing hybrid alfalfa.

- Des Moines is considered the **second largest insurance center** in the nation, with 56 home companies. The city's 28 life insurance firms have a total business in force of over **\$40 billion**.

- Des Moines is headquarters for Meredith Corporation, publishers of *Better Homes and Gardens* and *Successful Farming*, and for Wallace-Homestead Co., publishers of *Wallace Farmer*.

- Des Moines is also the second largest tire center, having both Firestone and Armstrong plants.

- More avionics equipment and more printing presses are produced at Rockwell International's Cedar Rapids operation than anywhere else in the world.

For the past 10 years, Iowa has averaged **246 new and expanding industries** a year. This creates 11,071 new jobs and \$286 million in new capital for the state annually.

Today more than **231,000 Iowans** earn their living through manufacturing and industrial jobs.

Federal government studies prove that characteristics stem-

## Iowa workers are 25½% better

ming from Iowans' agricultural heritage are assets that can actually be measured in dollars.

Facts:

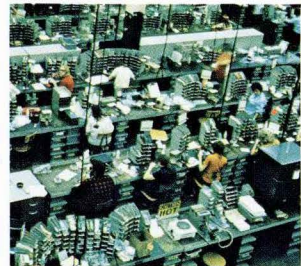
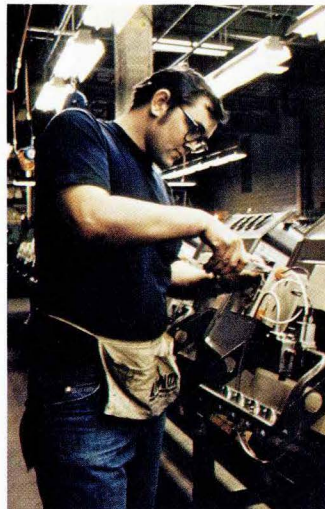
Iowans produce 25½% more than the average American worker.

An Iowan's yearly output is **\$8,936** more than the U.S. average.

Iowa workers put in the equivalent of 65 weeks of productive work per year.

Iowans work 15 1/3 more minutes per hour than the average worker.

Absenteeism and turnover rates average less than 5%. ❖





# Iowa ranks among top ten exporters



Iowa agriculture and industry don't stop with domestic sales.

The Hawkeye State ranks among the top 10 exporting states, sending **\$3 billion** worth of goods overseas each year.

Ag exports total \$1.7 billion annually, more than every other state except Illinois. That's **8% of the U. S. total ag exports** and one-fourth of Iowa's farm products.

On the industrial side, about 20% of Iowa's manufacturers export their products. These 720 businesses—more than twice the national average—ship about \$1.2 billion in in-

dustrial goods as far away as Venezuela, Africa, Japan and the Mideast.

More than **10% of Iowa's labor force** is involved directly in supplying foreign customers. About 80% of the plants employing these workers are located in towns of less than 10,000 population. If Iowa lost its export business, it would be like shutting down 300 plants in the state.

In the last 10 years, 33 Iowa manufacturers and service organizations have received Presidential Export Awards for excelling in international marketing. ❖

Many Easterners may still think of Iowa as “wagon train country” or “out in the sticks,” but Iowa is really smack in the middle of where one of every four Americans lives.

The farthest point in the continental U.S. can be reached by rail from Iowa in only four days. Iowa ranks fourth in Class I trackage, with more than **7,500 miles of rail ties** blanketing the state.

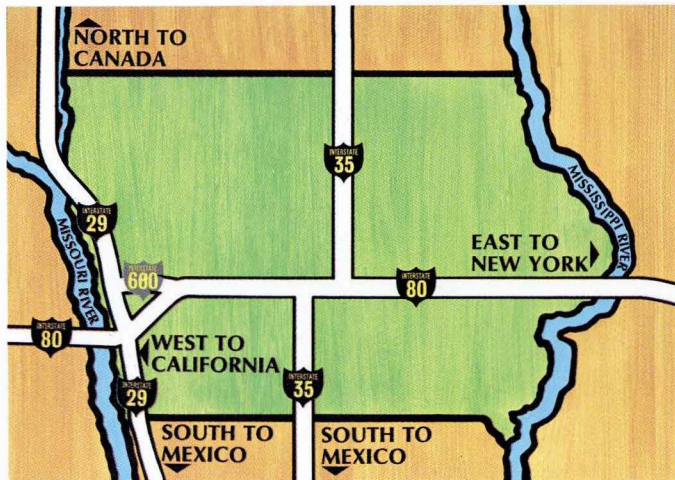
Rather ship by truck? The nation’s border-to-border highways—Interstates 35 and 80—intersect at Des Moines. The interstate is Iowa’s bee-line to the Great Lakes and to the Gulf of Mexico. Freight

## Iowa is crossroads of nation

trucked from Iowa can reach any market in the continental U.S. within three days.

The state’s secondary highway system—among the most extensive in the nation—accounts for 89,642 of its **112,619 miles of pavement**. You can remove state lines from a U.S. map and still see the shape of Iowa by the dark shading of its secondary roads.

Iowa’s uniqueness shows up on the map in another way. It’s the only state sandwiched by two navigable rivers — Missouri on the west and Mississippi on the east.



# Rails, rivers, roads link state to markets

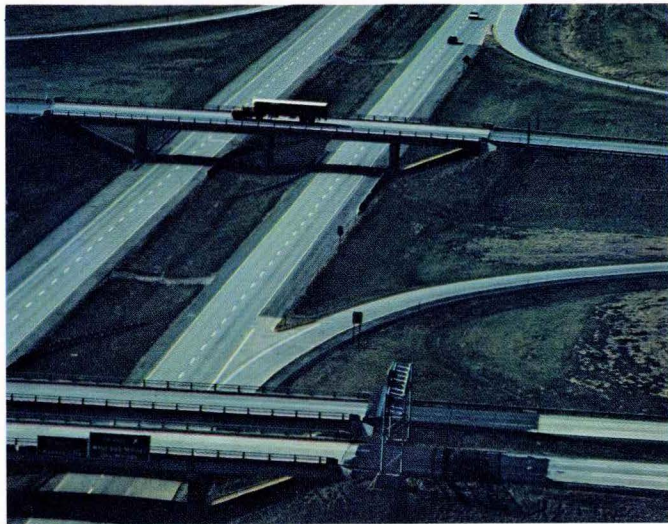
The state's Mississippi border is lined by **57 barge terminals**; seven serve the Missouri. Grain, fertilizer, newsprint, coal, oil, slate, rock, fuels, and other bulk products can go by water to the Gulf or Great Lakes, into the industrial centers of Pennsylvania and as far west as Oklahoma.

The Mississippi carries over **25 million tons of cargo** through the Rock Island-Davenport district each year. Missouri barge traffic passing through Omaha-Council Bluffs is estimated to carry 379,240 tons a year.

Having more lighted airports than 38 other states, Iowa is far from being "out in the sticks."

The state is served by five major airlines—American, United, Braniff, Ozark and NorthCentral, plus 10 smaller "feeder" lines. You can't drive more than 30 minutes in any direction in Iowa without finding some kind of airport suitable for a company plane.

Of the state's **340 airports**, 14 are commercial, 89 have all-weather runways, 133 are lighted. ❖





# Travel attractions cover four seasons



Iowa is one of the best places to travel in the Midwest. Pick any one of the 95 (49,237 acres) state parks, wildlife refuges and forests to “unwind.” Or how about **43,235 acres of lakes** and 19,000 miles of interior streams for fishing, boating, swimming and water skiing?

Whether you're a nature lover, history buff, shutter bug or sports enthusiast, these and other unique travel attractions will catch your eye:

- The Amana Colonies is the most durable of the 19th-century utopian societies.

- Rathbun, an 11,000-acre lake in southeast Iowa, is the site of the world's largest warm-water fish hatchery.

- The Grotto of the Redemption at West Bend is the world's largest .

- Old Capitol in Iowa City is one of the few capitols to be named a National Historic Landmark. Iowa has **14 National Historic Landmarks.**

- Fort Atkinson, in northeast Iowa, was the only fort built to protect Indians from Indians.



# Travel is billion-dollar industry for state

The list is longer — The Herbert Hoover Library, Kate Shelley Bridge, Tri-State Rodeo, Preparation Canyon, Living History Farms, Effigy Mounds National Monument . . .

A tale of early settlers is told in communities of Amish, Dutch, German, Irish, and Danish. Their heritage is still colorfully retained by their descendants in annual festivals — Pella's Tulip Festival, Remsen's Oktoberfest, Decorah's Nordic Fest, Tama's Indian Powwow.

All four seasons are highlighted in Iowa's countryside, and make for tourist activity the year-round—see the fall color change magnified in the bluffs of northeast Iowa; sail and ski at Iowa's Great Lakes region and other recreation spots; snowmobile and cross country ski over all of Iowa's winter landscape.

In 1976, the state's leisure travel industry grew to **\$1.05 billion**. Tourists from other states spent a record **\$610 million** in Iowa in 1976. ❖

# Iowa boasts highest literacy rate in nation

The state's education system is living proof that Iowans are more than "hick farmers in bib overalls." Iowa has the highest literacy rate in the U.S.

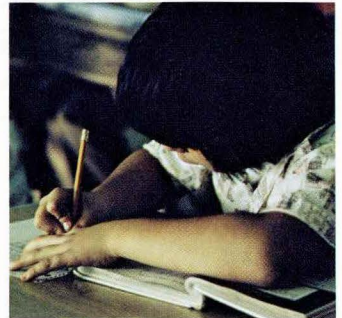
More than 122,000 are enrolled in the state's **38 private colleges**. To fill the need for advanced vocational and technical training, Iowa created 15 area community colleges.

Three state universities round out the education program. **Iowa State University** is noted for having one of the nation's largest engineering colleges, as well as very prominent agriculture,

veterinary medicine and home economics colleges.

**The University of Iowa** in Iowa City boasts a leading medical school and hospital. And the **University of Northern Iowa** in Cedar Falls is recognized for its strong teacher education curriculum.

Iowa colleges and universities offer outstanding cultural facilities and attract fine professional talents. The Iowa State Center at Ames is one of the most unique in the nation and offers four facilities in one—Hilton Coliseum, C. Y. Stephens Auditorium, Fisher Theater, Scheman Building. ♣



# Famous people claim Iowa as home



Glenn Miller

With such a good education system, Iowa is bound to have a few “notables” preserved in history books.

- Band leader Glenn Miller grew up in Clarinda.

- Actor **John Wayne** (Marion Morrison) was born in Winterset, Iowa.

- Top fashion designer Halston (Roy Frowick) was reared in Des Moines.

- Orient, Iowa, was the hometown of **Henry A. Wallace**, U.S. Vice President and noted agriculturist.

- George Washington Carver was the first black student to enroll at Iowa State University and to attend Simpson College in Indianola.

- **John L. Lewis**, former president of the United Mine

Workers, was born near Lucas.

- Cresco, Iowa, was the boyhood home of Dr. Norman Borlaug, Nobel Peace Prize winner and famous agriculturist.

And there's a score of others—Jesse James, Wyatt Earp, Harry Reasoner, author Laura Ingalls Wilder, jazz musician Bix (Leon) Beiderbecke, heroine Kate Shelley, Johnny Carson, Andy Williams, Ann Landers, former President Herbert Hoover, pianist Roger Williams, columnist Abigail Van Buren, Buffalo Bill (William Cody), the Cherry sisters. ❖

Kent photo



Herbert Hoover

# Des Moines is capital of Iowa



Iowa's government rests under the golden dome in Des Moines.

Completed in 1886, the State Capitol stands just east of the Des Moines River, surrounded by 93 acres of grounds and buildings.

Most impressive is the dome. It **towers 274 feet** above the ground floor and was gilded in 23 carat gold at a cost of \$79,938 in 1965. (The dome was first gilded for \$3,500 and again for \$16,500 in 1927.)

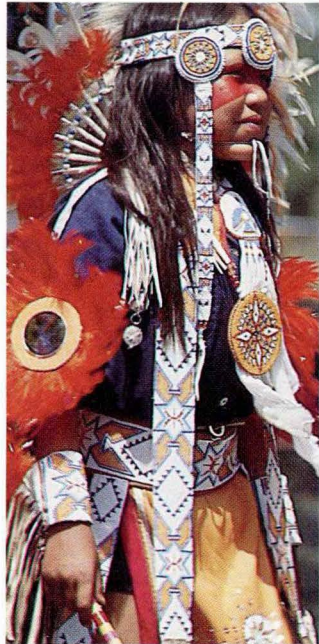
The gold sheets covering the

dome are 1/250,000-inch thick, which is several times thinner than tissue paper. It takes only a few pounds of gold to coat the entire dome.

The capitol wasn't always in Des Moines. In 1842-56, Iowa's first capitol was nestled among trees in a spot later to be called Iowa City.

After Des Moines became the **capitol in 1857**, the Iowa City building was given to the University of Iowa. It has since been restored and is a National Historic Landmark. ❖





## Ancestors keep culture, customs alive



Looking at Iowa cities and towns today, one would never think that 10 Indian tribes traipsed across the rolling plains. More than 300 years have slipped by since the first whites, Marquette and Joliet, saw Iowa land in 1673.

The spirit still echoes from the explorers who first dared to cross the Mississippi. Miner **Julien DuBuque**, Iowa's first white settler, lived among the Iowa tribes of Sioux, Algonquin and Iroquoian Indians near the Mississippi in 1788.

As part of the \$15-million Louisiana Purchase, the U.S. acquired Iowa from France in 1803. Permanent white settlers came in 1833. Five years later, Iowa became a U.S. territory

and gained **statehood in 1846.**

As the West was settled, Iowa developed rapidly. The first school house was built in 1830, and six years later, the *Dubuque Visitor* became Iowa's first newspaper.

Railroads, telegraphs, telephones, steamboats, radio and electricity came on the scene. Cities grew. Today, **57%** of Iowa's people live in **urban** areas. In 1850, only 5% lived in town.

In 1854, the state's largest attraction was the Iowa State Fair. Then billed as an "agricultural exposition," the gala affair drew a crowd of 12,000, many by covered wagon. Today, attendance surpasses 700,000. ❀

# Quick facts



- Iowa:** pronounced I — o — wah; means beautiful land.
- Admitted to the Union:** August 23, 1846 as the 29th state.
- The Great Seal of Iowa:** Adopted in 1847; used only with governor's permission.
- State Motto:** "Our Liberties We Prize and Our Rights We Will Maintain."
- State Bird:** Eastern Goldfinch (wild canary); adopted in 1933.
- State Flower:** Wild Rose.
- State Rock:** Geode; adopted in 1967.
- Population:** 2,870,000; 51.3 people/sq. mile.
- Nickname:** Hawkeye State.
- Capitol:** Des Moines.
- Area:** 55,941 square miles (ranks 25th).

**Del Van Horn . . . . . Director**

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 **Iowa** a place  
to grow

For further information about Iowa, contact the Iowa Development Commission, 250 Jewett Building,  
Des Moines, Iowa 50309. Toll-free number 1/800- 362-2843, ext. 3185.