

IOWA a place
to grow



beautiful land

Your Iowa
Quick-Fact
Book:



Published By
The Iowa Development Commission

Beautiful Land. So it was known to the Indians who roamed our streams and prairies. So it appeared to early explorers who first brought Iowa within the white man's world. And so it became for those 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.

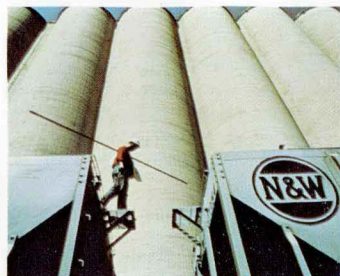
It has been said, "In all that is good, Iowa provides the best." We welcome you to make this discovery for yourself.

Cordially,
Governor of Iowa

Robert D. Ray



agriculture



\$6.9 billion. That's what the Iowa cash receipts totaled in the sales of her 1975 agricultural products.

Agriculture today isn't just a lifestyle, but a business. For the modern farmer to survive, profit and loss considerations are carefully made. Variables in the economy, market structure and in the weather all are factors in the success of a farm year.

So the Iowa farmer has adopted new ways of increasing productivity. With innovations in methods and mechanization, the farmer's output in the last 50 years has increased three times faster than non-farm industries. While machines ended much of the physical labor of farming, they also brought increased costs. Iowa farmers today have \$42 billion invested — in land, buildings, machinery, crops and livestock.

Our natural resources and climate favor high production. Rainfall, summer heat and rich soil, yielding

seven percent of the nation's food supply, made Iowa the first state in the U. S. to achieve a billion bushel corn production.

On 34 million acres (13.8 million hectares) of farmland, Iowa farms produced 2.6 million head of grain-fed cattle and led the nation with over 15 million head of hogs in 1975. Both corn and soybean yields in 1975 ranked 2nd nationally, with over one billion bushels (27 million metric tons) of corn, and 237 million bushels (6.4 million metric tons) of soybeans.

Many Iowa products are not often associated with the Hawkeye State. Popcorn production is 3rd nationally. The specialized production of turkeys, eggs and sheep contribute greatly to the agricultural economy. Dairying is widespread in Northeast Iowa and cheese production is 4th in the nation.

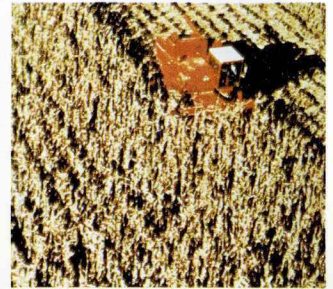
The state economy depends on agriculture. An



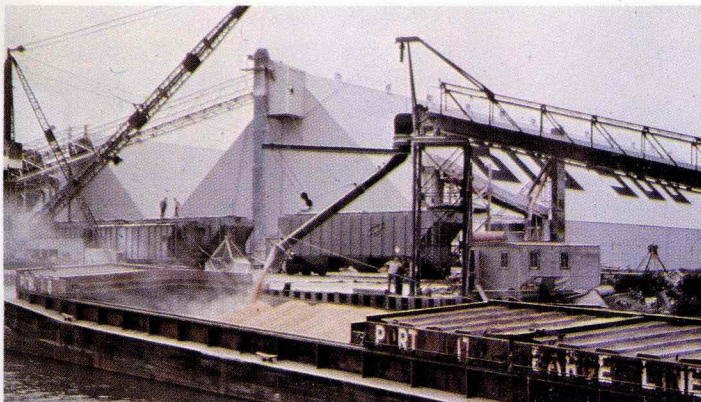
estimated eight of every ten Iowa workers depend directly or indirectly on agriculture for their jobs: on farms, in machinery manufacturing, in chemical and fertilizer companies, in seed and livestock businesses or processing centers.

Despite high production figures, Iowa farms remain basically family operations. Only one-sixth of Iowa's 213,000 farm workers were hired in 1975, with the remaining labor supplied by family members. An occupation demanding a seven-day work week, rural youth learn early about responsibilities and farming methods.

For most farmers today, the benefits of farming surpass the costs. A symbol of independence in business, the farmer can enjoy working close to nature, and raising a family in the more relaxed lifestyle found in today's world.



international



Manufacturers and agriculturalists of Iowa are among the nation's most active international exporters. Ranked 3rd nationally per capita, nearly \$3 billion worth of Iowa products was sold overseas in 1974.

Farm products account for a majority of Iowa's foreign trade. As the world's standard of living rises, demand for Iowa meats, grains and farm-related produce also increases, resulting in over \$1.7 billion worth of sales abroad in fiscal 1975.

A favorable export climate also aids Iowa industries. Over 19 percent of Iowa's manufacturers, more than twice the U. S. average, are now involved in foreign trade. In recent years, 30 Presidential Export Awards have been received by Iowa manufacturers and service organizations for excellence in international marketing efforts.

industry

A realization seems to be growing among business leaders today — a realization that the large metropolitan areas need not be the only viable alternatives for industrial growth and business opportunities.

And more and more, they're turning to Iowa for new locations and expansions. For the last ten years, Iowa has averaged 259 new and expanded industries annually. This has resulted in a yearly increase of 11,345 new jobs and \$260 million in new capital for the state.

One-third of "Fortune" magazine's "Top 500" companies operate nearly 500 plants in Iowa. Such industries, with nationwide distribution, find the transportation facilities and location of the Hawkeye

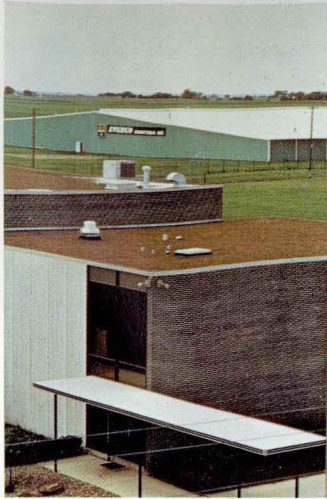


State an advantage. And, as construction and factory costs skyrocket nationally, studies show that increases in Iowa have been below average. Recent research on Iowa coal, presently unusable by environmental standards, may speed development of this source of local energy.

Iowans excel in productivity as workers. Absenteeism and turnover averages less than five percent. When many Iowans left the farms, they created an urban work force with mechanical skills easily adaptable to manufacturing operations. And productivity measurements ('value added') indicate that the average Iowa worker is 17½ percent more productive than the average U. S. worker.

While seeking new industries and growth, Iowans have shown enough concern for the environment to avoid building at its expense. They have been so successful that only about five percent of the pollution in Iowa originates with industries.





Non-manufacturing business also thrives in Iowa. Iowa is 6th in the nation in the number of insurance home offices (property and liability). Fifty-one insurance companies are based in the city of Des Moines, making it one of the nation's insurance centers.

A progressive banking industry, including 661 insured commercial banks with total assets of \$11 billion, encourages growth in the state economy.

Other Iowa businesses include many agri-related firms, publishing houses, mining industries, 19,000 retailers and 4,700 wholesale businesses. Thirteen television stations, 84 radio stations, 42 daily and 339 weekly newspapers provide Iowa with an active communications network.

travel

Take a long look at Iowa. There are more than cornfields here. Amid the miles of farmland, Iowa's points of interest are unspoiled and refreshingly varied.

A tale of early settlers is told in communities of Amish, Dutch, Germans and Irish. Their heritage is still colorfully retained by their descendants in annual festivals or in daily customs. And their religious traditions are still marked by structures, simple or ornate.

Colorful personalities have always filled Iowa's history. Lewis and Clark, Jesse James, Buffalo Bill, Bonnie and Clyde. Monuments to the famous, infamous or not-so-famous are scattered throughout the state.

Today, Iowa's abundant natural resources, still un-



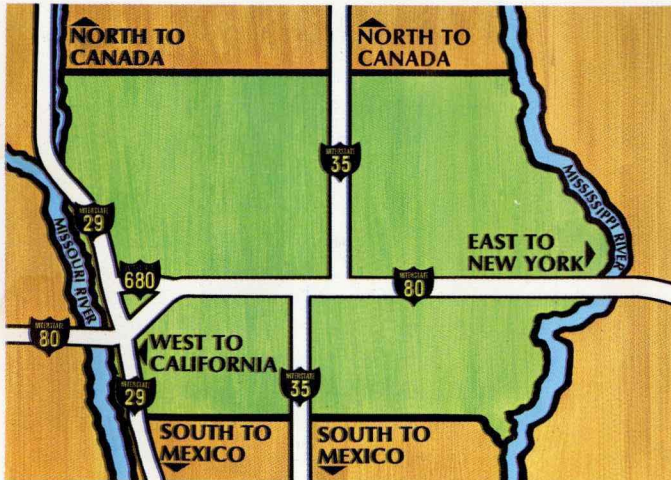


spoiled by time, offer ample opportunity for recreation. Two hundred recreational and park areas are available to rediscover nature, to "unwind." Forty-eight thousand acres (19,477 hectares) of lakes and 15,000 miles (24,000 kilometers) of interior fishing streams offer their delights to fishing, boating and swimming enthusiasts. Hunters and nature lovers alike enjoy the wildlife, including pheasant, deer, quail and partridge. With the snowfall, skating, skiing and snowmobiling are but a few sports enjoyed by all ages.

Many of Iowa's leisure-time activities are found in the major cities. Cultural events at the theaters or art galleries as well as fast-paced entertainment, are available throughout the year.

There's much to tell about the Hawkeye State. Some of the stories are preserved in museums, in national landmarks or in colorful celebrations. But more memorable will be the stories you discover for yourself as a participant in the activities Iowa is eager to share.

transportation



By land, air or waterway, Iowa's central location in the United States offers convenient transportation throughout the nation. Well-diversified transportation facilities in the state provide rapid local, regional, national or international transit.

Excellent airport facilities are available in the state. Iowa ranks 5th nationally in the number of lighted municipal airports (with 76) and 10th in the total number of municipal airports (with 123). More than half the state is within 30 minutes of one or more of the municipal airports with scheduled flights.

Three interstate highways, as well as an excellent highway system, make daily travel more efficient. Ranking 9th in the nation, there are 113,000 miles (180,700 kilometers) of roads in the state. By truck, freight can reach nearly any market in the continental U. S. in a maximum of three days.

Railroads, too, are accessible to nearly all communities. Ranked 5th nationally in miles of Class I

track, one-day service is available to approximately 25 percent of the U. S. population.

The only state bounded by two navigable rivers, Iowa enjoys easy access to waterway transport. Of prime importance in foreign trade, waterways help maintain a competitive rate structure among various forms of transportation.

Over 24.5 million tons (22 million metric tons) of cargo passed through the Rock Island-Davenport district on the Mississippi River in 1975. The Missouri River estimates five million tons (4.5 million metric tons) of barge traffic after completion of an on-going project to increase the depth and width of its channel.

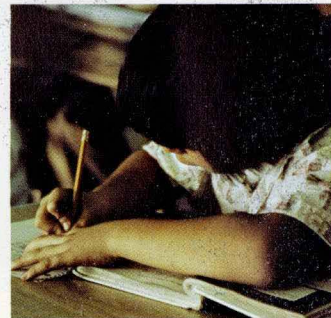


education

Iowa's "future" orientation is perhaps nowhere so evident as in her educational system. A strong concern for improved primary and secondary education has resulted in a teacher/student ratio of 1:19 and the nation's highest functional literacy rating.

There are 32 private colleges and six junior colleges. Three state universities include the University of Iowa in Iowa City, with a leading medical school and hospital; Iowa State University in Ames, with 21,000 students and one of the nation's largest engineering colleges; and the University of Northern Iowa in Cedar Falls, with many liberal arts and business majors as well as a strong teacher education program.

Recently, to fill a need for vocational and technical training, Iowa created fifteen area community colleges.



history

More than 300 years have passed since the first white men, Marquette and Jolliet, saw Iowa land in 1673. But the story of Iowa land goes much further back. Evidence still remains of five glaciers which carved Iowa's physical features and deposited rich topsoil a million years ago. Traces of prehistoric cultures are also preserved in the land.

Today's Iowa reflects the story of the settlers. A spirit echoes from the explorers and adventurers who first dared to cross the Mississippi River. A miner, Julien DuBuque, was Iowa's first white settler, living among the Iowa tribes of Sioux, Algonquin and Iroquoian Indians near the Mississippi in 1788.

As part of the \$15 million Louisiana Purchase, the



United States acquired Iowa from France in 1803. Permanent white settlement began in 1833 when the land was ceded from the Indians. Five years later, Iowa became a U. S. territory and gained statehood in 1846, the 29th in the Union. The capital of Iowa, originally in Iowa City, was moved to Des Moines in 1857, and the golden-domed Capitol Building was completed in 1886.

As the west was settled, Iowa developed rapidly. The first school was built in 1830 and six years later, mass communication was born with the newspaper, the "Dubuque Visitor." Steamboats frequented the Mississippi and Missouri; railroads, telephones and telegraphs grew.

Technological sophistication of the 20th century linked Iowa more closely with the nation and the world. Transportation was made more rapid with the advent of paved roads and air travel. An important step in the development of radio, the vacuum tube, was invented in 1900 by Iowan Lee DeForest. Twenty-one years later, radio was perfected and radio station WOC was

established in Davenport, first west of the Mississippi. In 1932, the world pioneer in educational television was station W9XK of Iowa City, the first sight-sound station west of the Mississippi.

U. S. President Herbert Hoover, born in West Branch, was inaugurated in 1929. And Iowa's Henry Wallace, before serving as U. S. Vice-President in 1940, revolutionized agriculture with the development of hybrid seed corn. Russian Premier Nikita Khrushchev visited Iowa in 1959 to examine the seed corn.

Iowa was the 10th state to ratify the suffrage amendment which granted women voting privileges. Within the last decade, home rule for Iowa cities and the lowering of the voting age to 18 have also occurred.

As the space age began, Iowa continued to play an important part in the nation's history. In 1958, Dr. James Van Allen, head of physics and astronomy at the University of Iowa, discovered the Radiation Belts surrounding the earth, vital knowledge in man's exploration of space.

quality of life



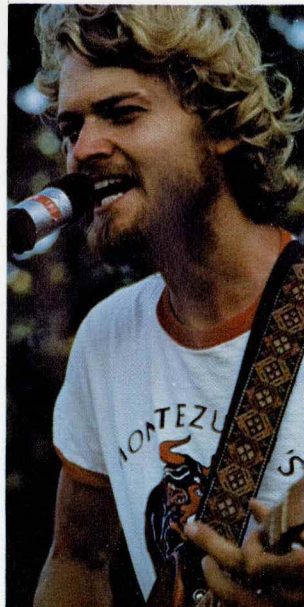
For the "out-of-stater" it was once easy to overlook Iowa. Located "somewhere" west of Pennsylvania, with cornfields and farmers in bib overalls, Iowa seemed to be a well-guarded secret.

But suddenly, increasing pollution and crime rates disenchanting the urban dweller. Bib overalls became a fashion. And people discovered Iowa — a nice place to visit and to live.

What makes Iowa different? The clean air, clear streams and unspoiled countrysides? The thriving cultural life? The strong economic base?

Or the people? Iowans are a people closely linked with the land that surrounds them. Friendship and hospitality are qualities preserved by residents of farms and urban areas.

The majority of Iowans today are native to the state, (78.7 percent born in state) with ancestries representing all corners of the globe. But the "work



ethic" so evident to employers seems to belong to Iowa uniquely. The people take pride in their communities and state. Betterment projects are continually generated by community residents. Construction of recreation centers, tennis courts or museums creates a spirit of community pride readily seen by the visitor.

Ranked 25th in population in the United States (with 2.8 million), Iowa life is easy to enjoy. The rate of major crimes in Iowa is one of the nation's lowest, leaving cost of police protection per person about one-half the national average. State debt is low, and unemployment and inflation rates also lag behind the U. S. average.

The state has developed year-round cultural activities including 54 community playhouses, 17 symphony orchestras and 28 art centers and galleries. And the outstanding facilities offered by Iowa's colleges and universities attract many fine professional talents.



The meaning of Iowa's name is subject to dispute. Most commonly, it is traced to a word in the Algonquin Indian dialect, meaning "Beautiful Land." Another version derives it from the name of a Sioux Indian family, Pahoja, mispronounced by French traders.

Today, Iowa is pronounced with an accent on the "I" and a soft, short "a" as in soda. The nickname "Hawkeye State" is from James Fenimore Cooper's "Last of the Mohicans."

Completed in 1886, the State Capitol stands just east of the Des Moines River, amid 93 acres of grounds and buildings. The exterior of the modified Renaissance structure is entirely of stone with elaborate columns and handsome cornices. The most impressive feature is the dome, which rises 275 feet above the ground floor and is overlaid with 23 carat gold.

The Great Seal of Iowa was adopted in 1847. It bears the official state motto "Our Liberties We Prize and Our Rights We Will Maintain." Retained in custody of the governor, it may be used only with his permission.

Patterned after the tri-colors of France in honor of the French explorers, the state banner was adopted in 1921. Center emblem is an eagle carrying a streamer with the state motto.

The Eastern Goldfinch, often referred to as a wild canary, was made Iowa's official state bird in 1933.

The official state flower is the Wild Rose, found in abundance throughout the state.

The Oak, notable for strength, longevity and individuality of appearance, was made the state tree in 1961.

In 1967, the Geode, a hollow rock filled with crystals of quartz, was named Iowa's state rock.





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, foreign trade or community betterment, please contact the Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309. Phone 515/281-3251.

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