

## STATE FLOWER

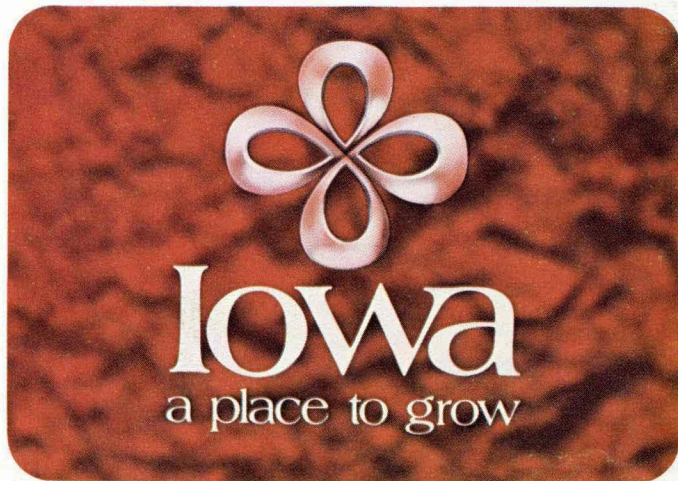
Iowa's official state flower is the wild rose, which grows abundantly throughout the state. It was designated the state flower by the Iowa General Assembly in 1897.



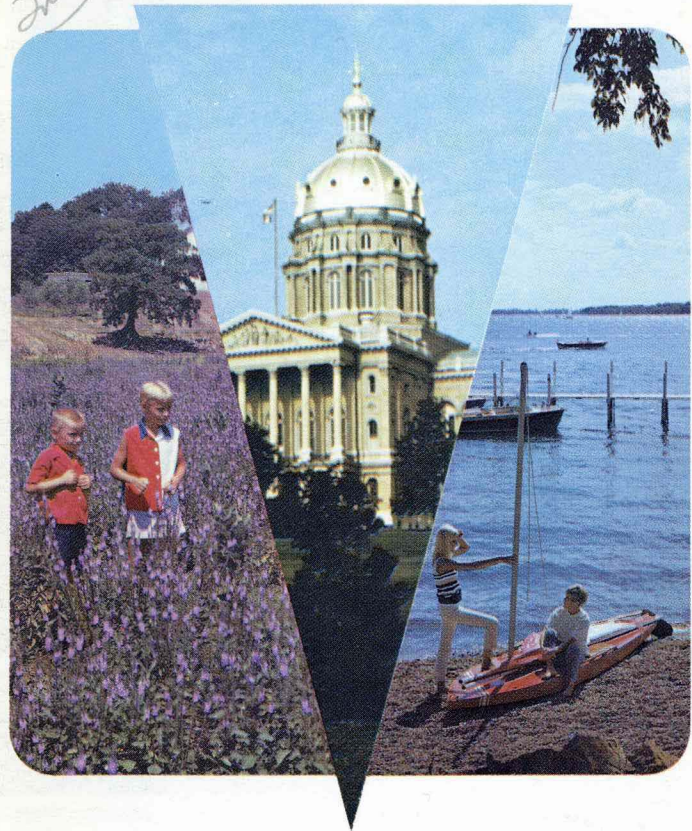
## STATE BIRD

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

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.



## QUICK FACTS



about  
**Iowa**  
a place to grow

Iowa Development Commission  
250 Jewett Building  
Des Moines, Iowa 50309



**ON THE COVER:** Surrounded by typical Iowa scenes, Iowa's gold-domed Capitol Building, with its modified Renaissance architecture and stately columns, is situated on a hill overlooking downtown Des Moines. The cornerstone was laid in 1873, the building was dedicated in 1884 and construction completed in 1886.



#### STATE FLAG

Iowa's official state banner is patterned after the tri-colors of France in honor of the French voyageurs who explored the Iowa region in 1673. The white center panel of the banner signifies the "white unwritten pages of Iowa's history" and the center emblem, an eagle carrying a blue streamer, was adapted from Iowa's State Seal.



#### GREAT SEAL OF IOWA

The Great Seal of Iowa bears the state's official motto, "Our Liberties We Prize and Our Rights We Will Maintain." The State Seal is retained in custody of the governor and may be used only with his permission.



Governor  
Robert D. Ray

# hello!

*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

*Robert D. Ray*





*Iowa's rich soil produces more wealth each year than all the gold mines in the world!*

## *IOWA: food center of the U.S.A.*

One-fourth of all the Grade A land in the United States is within Iowa's boundaries, and the state produces one-tenth of the nation's food supply.

### *Iowa's land area:*

Square miles .....	55,986
Acres .....	35,860,480
Acres in farms (1969, 94.4 per cent) .....	33,869,658
Number of farms (1969) .....	140,847

### *Production (1969):*

Corn (Bushels) .....	922,768,000
Oats (Bushels) .....	92,000,000
Soybeans (Bushels) .....	174,339,000
Wheat (Bushels) .....	1,376,000
Popcorn (Pounds) .....	142,600,000
Butter (Pounds) .....	100,655,000
Eggs .....	2,843,000,000

### *Cattle and calves on*

farms (Jan. 1, 1970) .....	7,478,000
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### *Hogs on farms*

(March 1, 1970) .....	12,572,000
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## *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 Clarke. The first fort in Iowa was built in **1808** at Fort Madison.

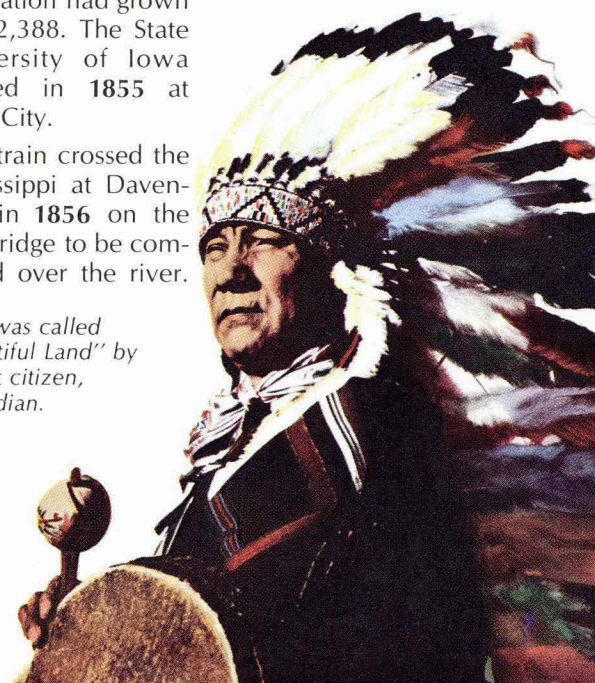
Iowa became a free territory in **1820** under terms of the Missouri Compromise. The first school in Iowa was established in **1830** by Dr. Isaac Galland in Lee County. The Indian title to the Black Hawk Purchase was transferred in **1833** to the United States and settlers were permitted to remain 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 State 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 State 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. With the completion of Saylorville Dam in **1974** federal flood control projects will provide Iowans with a total of 25,350 acres of recreational lakes.

## IOWA: the happy land

Happiness is, and always has been, a way of life in Iowa. Iowans live in a comfortable, relaxed atmosphere, enhanced by an economy that is balanced and stable. Industry and agriculture flourish together in Iowa, recreational and cultural opportunities are unlimited.

Iowans are friendly, self-reliant and industrious. They understand and help one another. This "let's all get along with one another" attitude is reflected in Iowa's labor front: Iowa has had fewer labor strikes and lockouts than any other state.

Ninety-five per cent of Iowa's land area is farmed, yet each of the state's 99 counties has mixed manufacturing and agricultural interests.

Iowans are healthy people. They live in a state that is more nearly self-sustaining than any other similar land area in the world. All seven basic foods needed for good health — meat and fish, vegetables, milk, butter, cereal and bread, eggs and fruit—are produced in abundance in Iowa.



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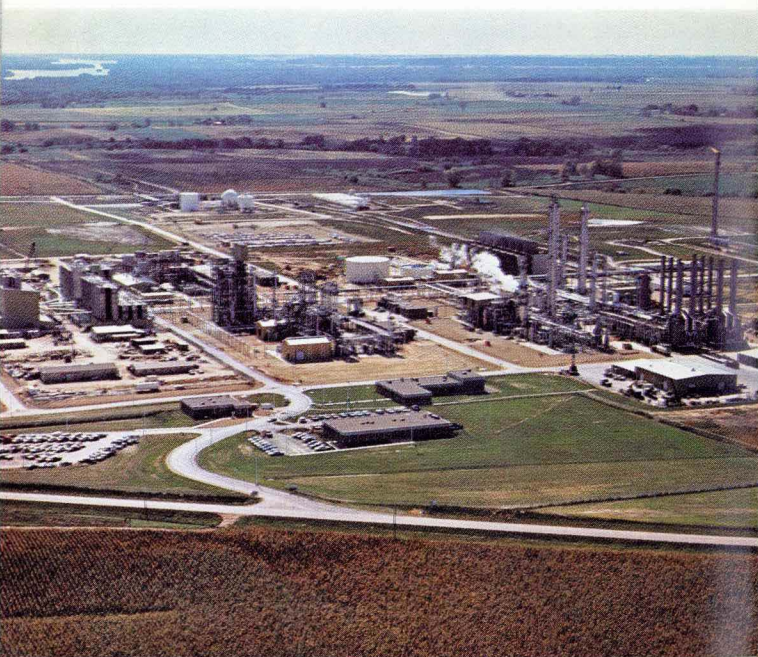




*Agriculture and industry join hands in Iowa. Above is the Massey-Ferguson North American implement plant in Des Moines. Below is the Chemplex plant in Clinton.*

Iowans enjoy the advantages of four distinct seasons—spring, summer, fall and winter—in a pollution-free environment. They enjoy the outdoors—and have more time to enjoy outdoor activities.

Iowa is a land of beauty. Lush, green, rolling land...stately woods...clear, sparkling streams and lakes. Iowa's beauty has inspired poets, writers and musicians, including the great composer Antonin Dvorak, who wrote the "Largo" to his "New World Symphony" while living in the little village of Spillville.



## *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."

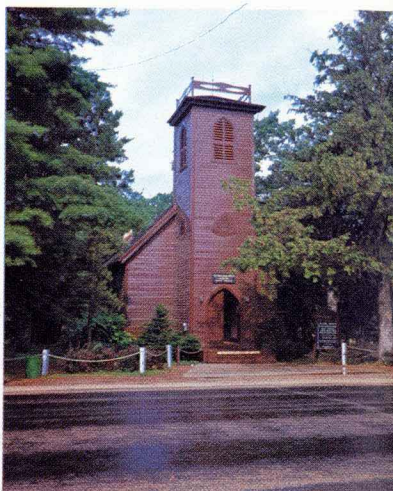


*Iowa's 112,342 miles of modern highways provide quick, easy and safe travel for business and pleasure.*

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 Little Brown Church in the Vale" at Nashua is known the world over, in song and in the memories of the many couples who were married there.



## IOWA: a wealthy state

Iowa has made tremendous strides in industrial development in recent years with a steadily growing roster of "big-name firms." Today, more than one-fourth of the top 500 industrial corporations (as listed by Fortune Magazine) have operations in Iowa. A total of 516 plants operated by 127 of the "top 500" companies are located in Iowa.

Value of Industrial Shipments  
(1969 estimate) . . . . . \$11,825,200,000

Value of Agricultural Products  
Sold (1969)

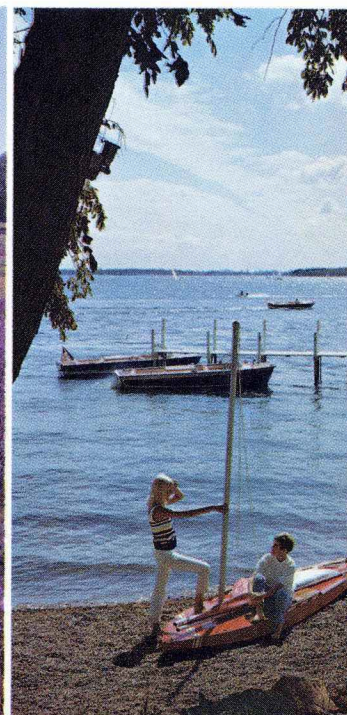
Meat Animals . . . . .	\$2,532,997,000
Dairy Products . . . . .	209,679,000
Poultry and Eggs . . . . .	106,782,000
Miscellaneous Livestock . . . . .	8,263,000
Food Grains . . . . .	1,450,000
Feed Crops (corn, oats, etc.) . . . . .	525,953,000
Oil Crops (soybeans, flaxseed) . . . . .	376,262,000
Vegetables (sweet corn, potatoes, etc.) . . . . .	5,630,000
Fruits and Nuts . . . . .	1,313,000
All Other Crops . . . . .	19,691,000
Total . . . . .	<u>\$3,788,020,000</u>

Total Value of Industrial and  
Agricultural Output in 1969 . . . \$15,613,220,000

## IOWA: its people

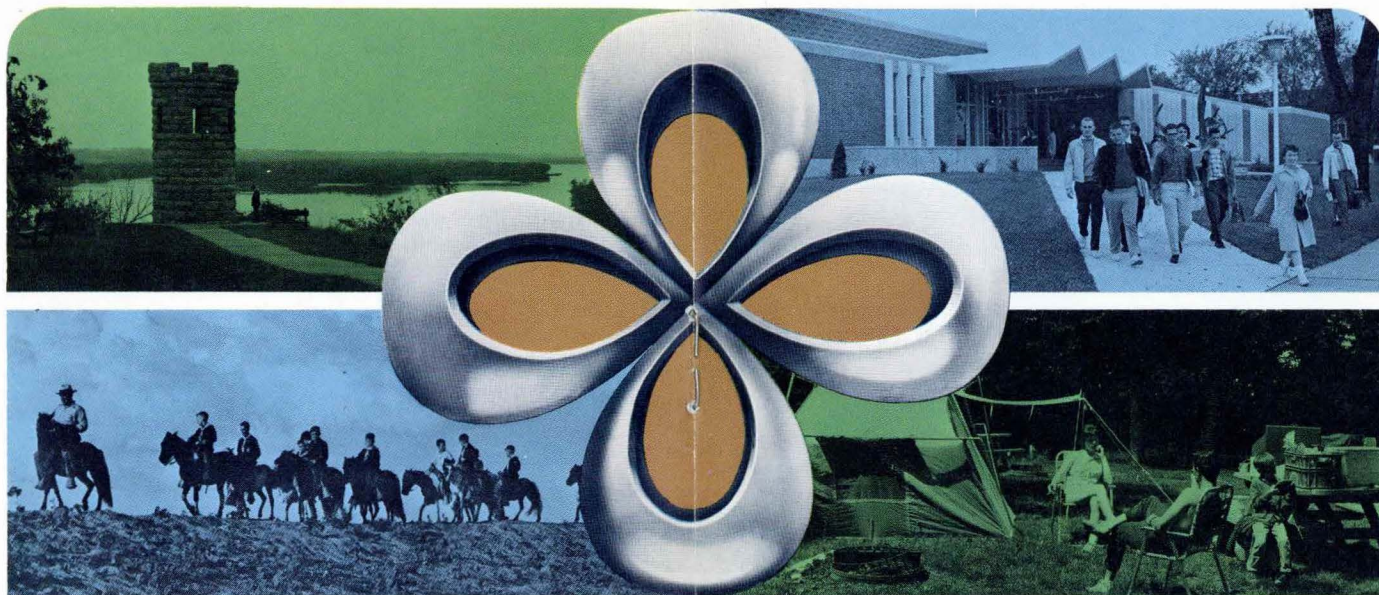
Iowa residents are 96.8 per cent native born. Since the late 1800's Iowa has ranked first in the nation in the percentage rate of functional literacy (99.7 per cent of all Iowans age 14 or older are literate). Iowa's schools, colleges and universities are regarded as among the finest in the United States.

1970 Population (Preliminary census figures) . . . . .	2,787,936
1960 Population . . . . .	2,757,537
Population	
of cities . . . . .	1,461,495 (53 per cent)
Population of	
small towns . . . . .	628,718 (22.8 per cent)
Population on	
farms . . . . .	667,324 (24.2 per cent)
Iowans in School (1969) . . . . .	949,964
Employed Iowans (1969) . . . . .	1,142,198
Iowans Engaged in Farming (1960) . . . . .	298,000
Number of homes (1960: . . . . .	841,357
Number of home owners (1960: . . . . .	
69.1 per cent) . . . . .	581,345
Population per square mile . . . . .	49.7



Young people enjoy Iowa's outdoor activities the year around  
...clean, wholesome recreation summer and winter.





## Iowa a place to grow

### Growing with agriculture...

Rank	Item	Year	Per Cent of U.S. Total
No. 1	All livestock, cash receipts	1969	10.2
No. 1	Hog production	1969	23.9
No. 1	Hogs on farms, as of Dec. 1	1969	24.6
No. 1	Value of hogs, as of Dec. 1	1969	27
No. 1	Number of cattle on feed, as of Jan. 1	1970	16.7
No. 1	Livestock and poultry value, as of Jan. 1	1970	8.6
No. 1	Popcorn production, pounds	1969	26.5
No. 2	Number of cattle marketed	1969	10.5
No. 2	Corn production, bushels	1969	20.2
No. 2	Cattle and calves on farms, as of Jan. 1	1970	6.7
No. 2	Value of cattle and calves, as of Jan. 1	1970	6.9
No. 2	Value of beef marketed	1969	8.1
No. 2	Soybean production, bushels	1969	15.6
No. 3	Creamery butter production, pounds	1969	9
No. 5	Oat production, bushels	1969	9.7
No. 5	Sheep and lambs, cash receipts	1969	7
No. 5	Egg production	1969	4.1

### Growing with industry, from A to Z...

Amana; American Cyanamid  
 Bendix  
 Collins Radio; Cargill; Case; Caterpillar  
 DuPont  
 Emerson Electric  
 Firestone; Fisher Governor  
 General Electric  
 Hormel  
 International Paper  
 John Deere  
 Kerr-McGee  
 Link-Belt  
 Massey-Ferguson; Maytag  
 National Gypsum  
 Oliver; Oscar Mayer  
 Proctor & Gamble  
 Quaker Oats  
 Rockwell Standard; Ralston Purina  
 Sinclair; Sylvania; Sheaffer Pen  
 Tone Brothers  
 Union Carbide; U.S. Gypsum  
 Weyerhaeuser; Winnebago  
 Zenith



## IOWA: where recreation abounds

State-owned recreation areas in Iowa, among the finest anywhere, include 103 lakes (73 natural and 30 artificial) and 91 parks and preserves. The state also has 15,000 miles of meandering streams and rivers, many of which are regularly stocked with game fish.

In addition, the federal government has completed three large flood control impoundments that provide Iowans with water recreation: Lake Rathbun in southern Iowa, Lake Red Rock in central Iowa and Coralville Reservoir in eastern Iowa. Construc-



### The major natural lakes in Iowa include:

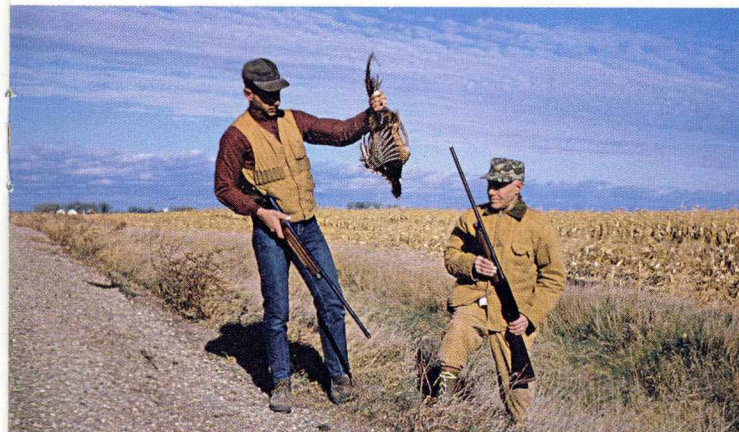
Name	Acres	County
Spirit Lake	5,684	Dickinson
West Okoboji	3,939	Dickinson
Clear Lake	3,643	Cerro Gordo
Storm Lake	3,060	Buena Vista
East Okoboji	1,875	Dickinson
Lost Island	1,260	Palo Alto
Trumbull Lake	1,190	Clay
Silver Lake	1,058	Dickinson
West Swan Lake	1,038	Emmet
Tuttle Lake	981	Emmet
Black Hawk Lake	957	Sac
Five Island Lake	945	Palo Alto
Brown's Lake	840	Woodbury
Lake Manawa	800	Pottawattamie
Silver Lake	638	Palo Alto
Rice Lake	612	Winnebago
South Twin Lakes	600	Calhoun
North Twin Lakes	569	Calhoun



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.

tion of a fourth federal flood control project, Saylorville Reservoir north of Des Moines, is now under way.

**THE LAKES**—The Iowa Great Lakes region in the northwest part of the state is a popular resort area for Iowans and out-of-state visitors. Clear Lake, in north central Iowa, is another major resort area. The 640-acre Rock Creek Lake in Jasper County ranks as one of the largest artificial lakes in the United States developed solely for recreational purposes.





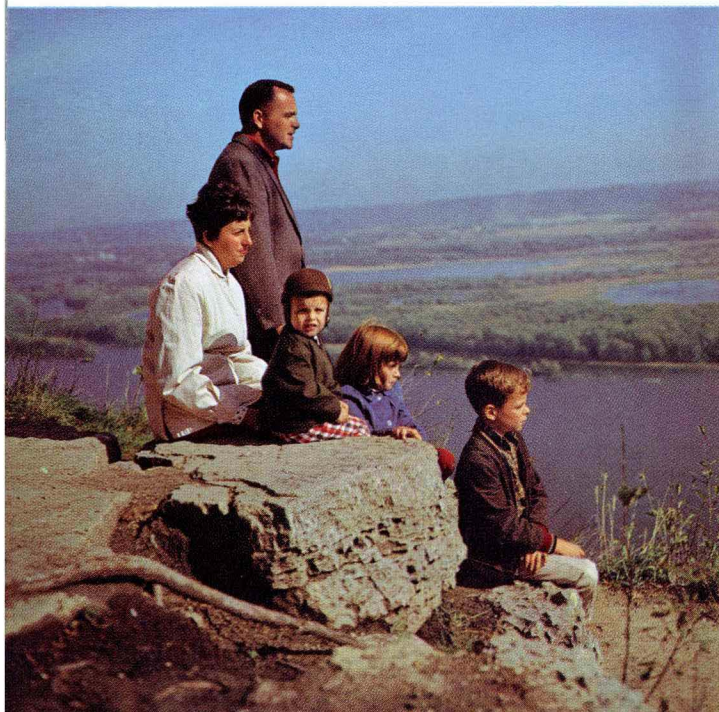


## IOWA: parks everywhere

Iowa's 91 state-owned parks are found in every section of the state, making recreational areas available to all Iowans. Most state parks are equipped with shelter houses, picnic facilities and overnight cabins. Many provide other outdoor facilities, such as fishing, trails for hiking, boating, swimming, points of historic interest and camping areas. Iowa's park system provides for three types of camping: tent and trailer; cabin, and organized group camping.

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*An Iowa family enjoys a scenic view of the Mississippi River from Pike's Peak State Park at McGregor.*



## A partial list of popular Iowa parks includes:

Name	Acres	Location
<i>Backbone</i>	1,412	5 miles southwest of Strawberry Point
<i>Dolliver Memorial</i>	498	12 miles southeast of Fort Dodge
<i>Geode</i>	844	15 miles west of Burlington
<i>Lacey-Keosauqua</i>	2,216	1 mile southwest of Keosauqua
<i>Lake Ahquabi</i>	744	6 miles south of Indianola
<i>Lake Darling</i>	1,500	17 miles northeast of Fairfield
<i>Lake Macbride</i>	774	15 miles north of Iowa City
<i>Lake Wapello</i>	1,131	12 miles southwest of Ottumwa
<i>Rock Creek Lake</i>	1,017	6 miles northeast of Kellogg
<i>Ledges</i>	896	6 miles south of Boone
<i>Pike's Peak</i>	140	2 miles southeast of McGregor
<i>Nine Eagles</i>	1,083	12 miles south of Leon
<i>Palisades-Kepler</i>	648	12 miles southeast of Cedar Rapids
<i>Pilot Knob</i>	369	5 miles east of Forest City
<i>Springbrook</i>	761	8 miles northeast of Guthrie Center
<i>Stone</i>	882	Sioux City
<i>Waubonsie</i>	600	7 miles southwest of Sidney
<i>Wild Cat Den</i>	322	7 miles northeast of Muscatine



Montauk was the home of William Larabee, governor of Iowa from 1886 to 1901. Montauk is noted for its elegant furniture of that period and for the Civil War statues on the grounds.



**STATE MONUMENTS:** Iowa's scenic beauty and colorful history are interwoven with tales of Indian lore. A few of the monuments marking events in Iowa's history include:

Name	Acres	Location
Barley	40	15 miles northwest of Boone
Bixby	60	10 miles east of Strawberry Point
Fish Farm Mounds	3	8 miles north of Lansing
Fort Atkinson	5	Fort Atkinson
Galland School	.19	10 miles north of Keokuk
Gardner Sharp Cabin	1	Arnolds Park
Gitchie Manitou	200	32 miles northwest of Rock Rapids
Gov. Lucas House	5	Iowa City
Indian Village	5	30 miles southwest of Spencer
Maquoketa Caves	111	7 miles northwest of Maquoketa
National Monument	568	6 miles north of McGregor
Turkey River Mounds	85	35 miles north of Dubuque
Woodman Hollow	63	10 miles southeast of Fort Dodge

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

## IOWA: for outstanding education



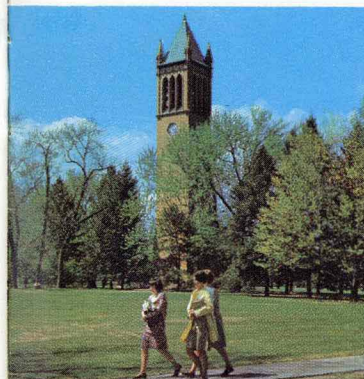
The fact that Iowa consistently has led the nation in functional literacy ratings can be attributed to the state's outstanding school system. Iowa has 453 public school districts, 374 parochial and private schools, 30 private colleges and universities, 2 professional and technical colleges, 18 area vocational schools and area community colleges, 6 private junior colleges and three state universities.

The University of Iowa at Iowa City, with an enrollment of 20,236, 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 19,172 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.



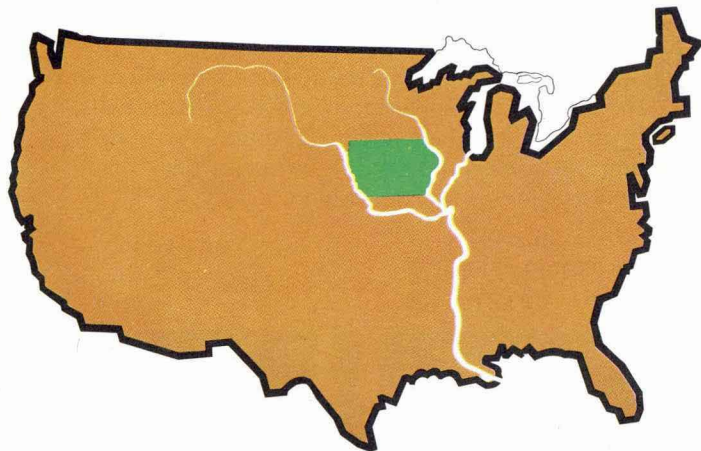
University of Northern Iowa





Iowa's many art centers, including the highly regarded Des Moines Municipal Art Center, reflect the state's interest in cultural pursuits and the fine arts.

## IOWA: its geography

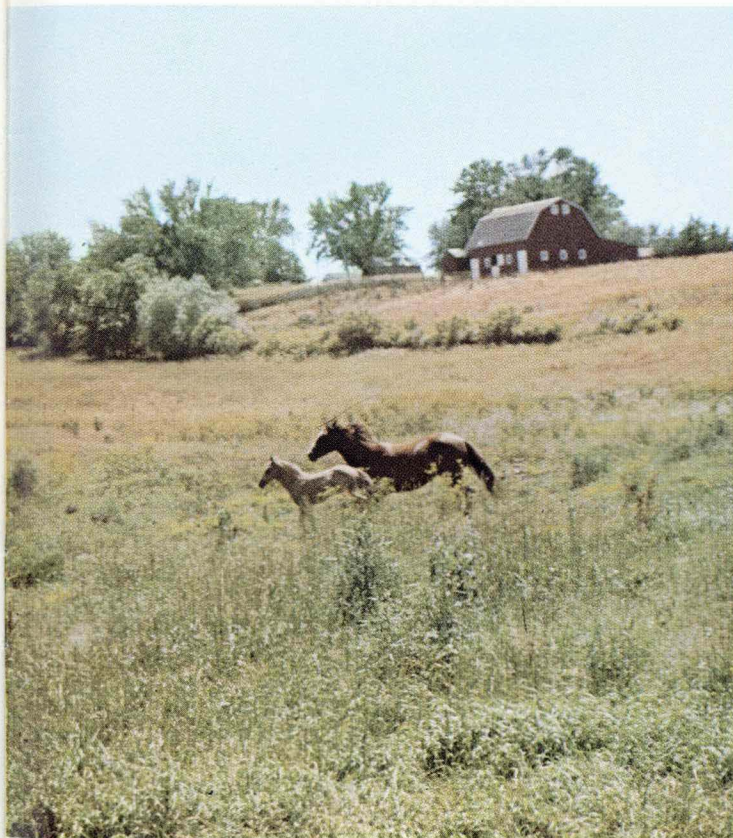


**FERTILE SOILS**—Iowa's fertile prairie includes 25 per cent of the top-grade farming land in the United States. The state's rich, black soil each year produces 10 per cent of the total food supply in the United States. The topography of Iowa is that of gentle rolling feeding lands. In the Southwest the

topography melts into flat central prairies that give way to graceful foothills and colorful bluffs in the northeast. Elevation above sea level varies from 500 feet in the Southeast to 1,600 feet in the Northwest.

**PLENTIFUL MINERALS**—Iowa's coal deposits are expected to provide fuel for 10,000 years at the present rate of use. Iowa is the third largest producer of crude gypsum and is an important cement producer. Other minerals include clay, limestone, stone, sand and gravel.

**INVIGORATING CLIMATE**—Iowa's four distinct seasons provide a stimulating year-'round climate with an annual average temperature of 49 degrees. A typical year has 166 days of sunshine, 100 partly cloudy days and 99 cloudy days. Snowfall averages 30 inches and relative humidity averages 72 per cent. Iowa's climate is ideal for agriculture with much of the 32 inches of rainfall alternating with warm, sunny days during the long growing season.





## IOWA: Some noteworthy facts

- ☐ Iowa families consistently enjoy the highest standard of living.
- ☐ The state ranks fourth in Class I railroad mileage.
- ☐ There are 1,573,790 telephones in Iowa, including 168,220 farm phones.
- ☐ Iowa has 112,342 miles of roads (10,173 primary highways; 89,277 secondary highways; 12,688 municipal streets, and 202 state park and institutional roads).
- ☐ There are 453 public libraries in Iowa.
- ☐ The state has 45 daily and 376 weekly newspapers.
- ☐ There are 101 radio stations and 13 television stations in Iowa.
- ☐ Iowa's 841,357 households own 1,322,940 automobiles and more than 1,039,000 television sets.
- ☐ Iowa has the largest legitimate theater in the United States (KRNT Theater in Des Moines).
- ☐ One of the first municipal golf courses in the nation was in Iowa.
- ☐ Iowa was the first state to produce a billion-dollar corn crop and since has produced more billion-dollar corn crops than any other state.
- ☐ Iowa has 120 municipal and 119 private airports.
- ☐ Iowans own 2,469 planes and the state has 8,011 registered airmen. The state ranks fourth in the nation in the number of lighted airports.
- ☐ Iowa is served by 153 daily scheduled commercial flights.
- ☐ Iowa's 711,716 families have an average of 3.57 persons per family.

## The Song of Iowa

### Air: "Der Tannenbaum" ("My Maryland")

*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.*

## Iowa Development Commission

The Iowa Development Commission works to foster and promote the industrial, agricultural, recreational, economic and social welfare of the State of Iowa.

To carry out its objectives, the Iowa Development Commission maintains a professional staff in the areas of industrial development, tourism, agricultural product promotion, planning, research and public relations.

Although the bulk of the Commission's activity is centered in Iowa, its representatives travel throughout the United States whenever necessary to further the economic development of Iowa. The Iowa Development Commission has also sponsored trade missions overseas and has participated in foreign food fairs while working to expand Iowa's share of the world market.

### Members of the Iowa Development Commission

**E. A. Hayes**, Mount Pleasant, chairman; **James W. Callison**, Des Moines, vice-chairman; **John P. Tinley**, Shenandoah, secretary; **Robert K. Beck**, Centerville; **John P. Bickel**, McGregor; **Richard J. Cashman**, Charles City; **Frank W. Griffith**, Sioux City; **Kenneth H. Joslin**, Grimes; **Forrest J. Mitchell**, Grinnell; **William W. Summerwill**, Iowa City; **Robert A. Young**, Waterloo.



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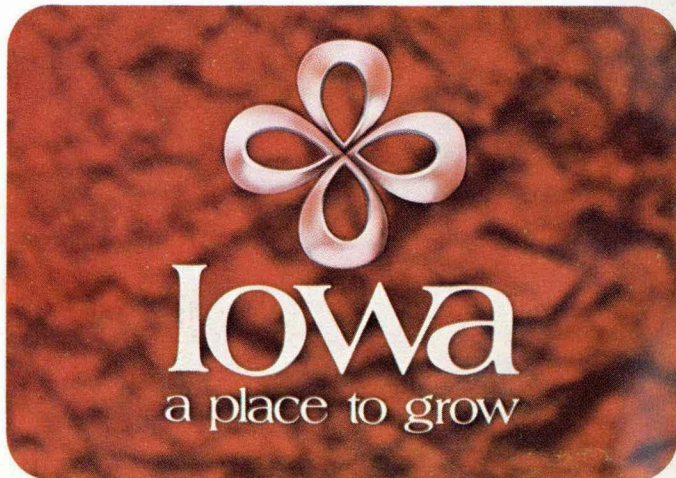
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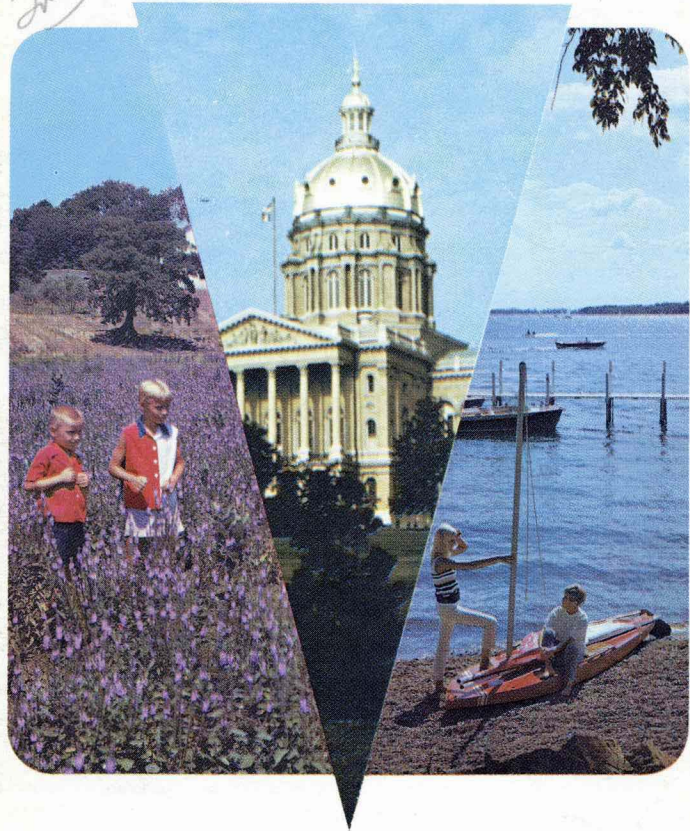
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