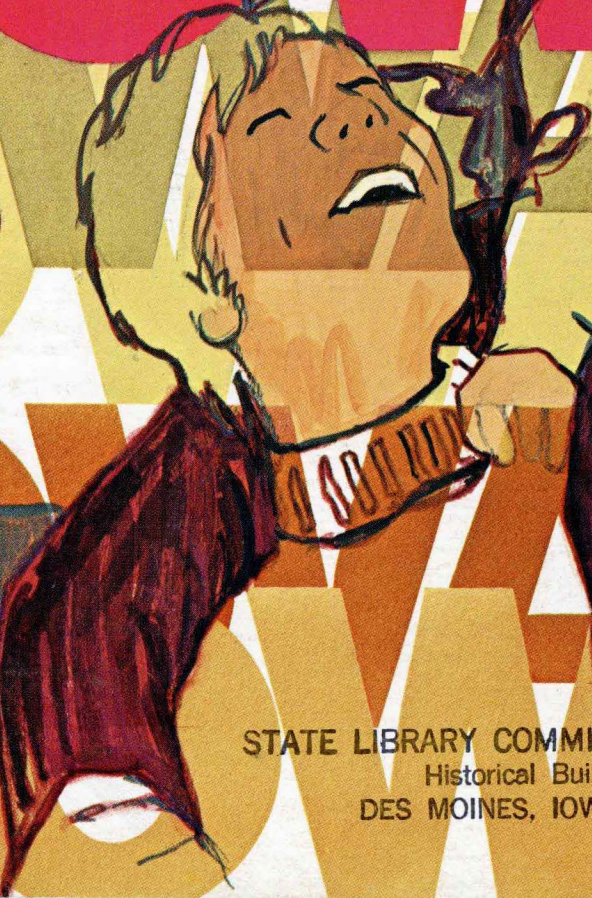
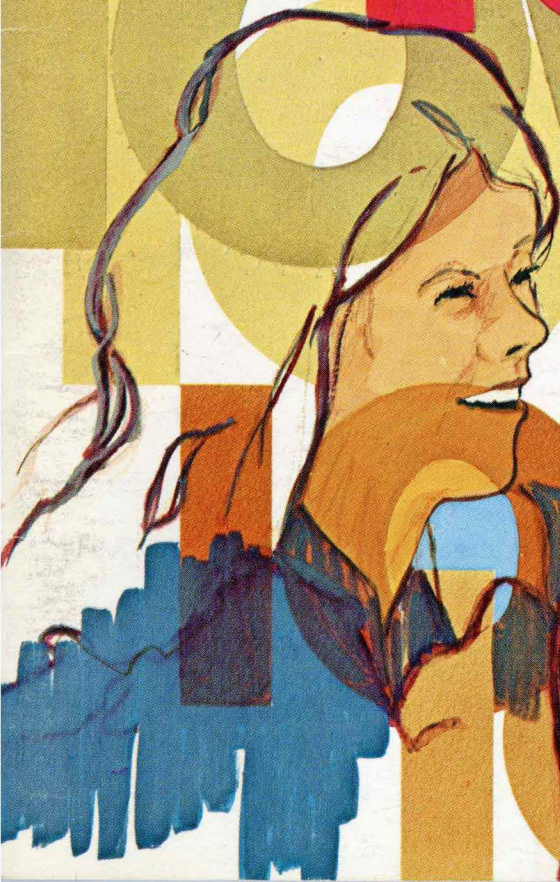
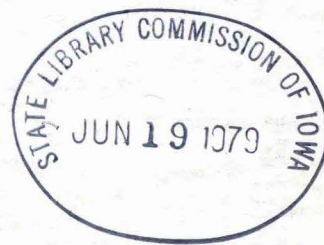


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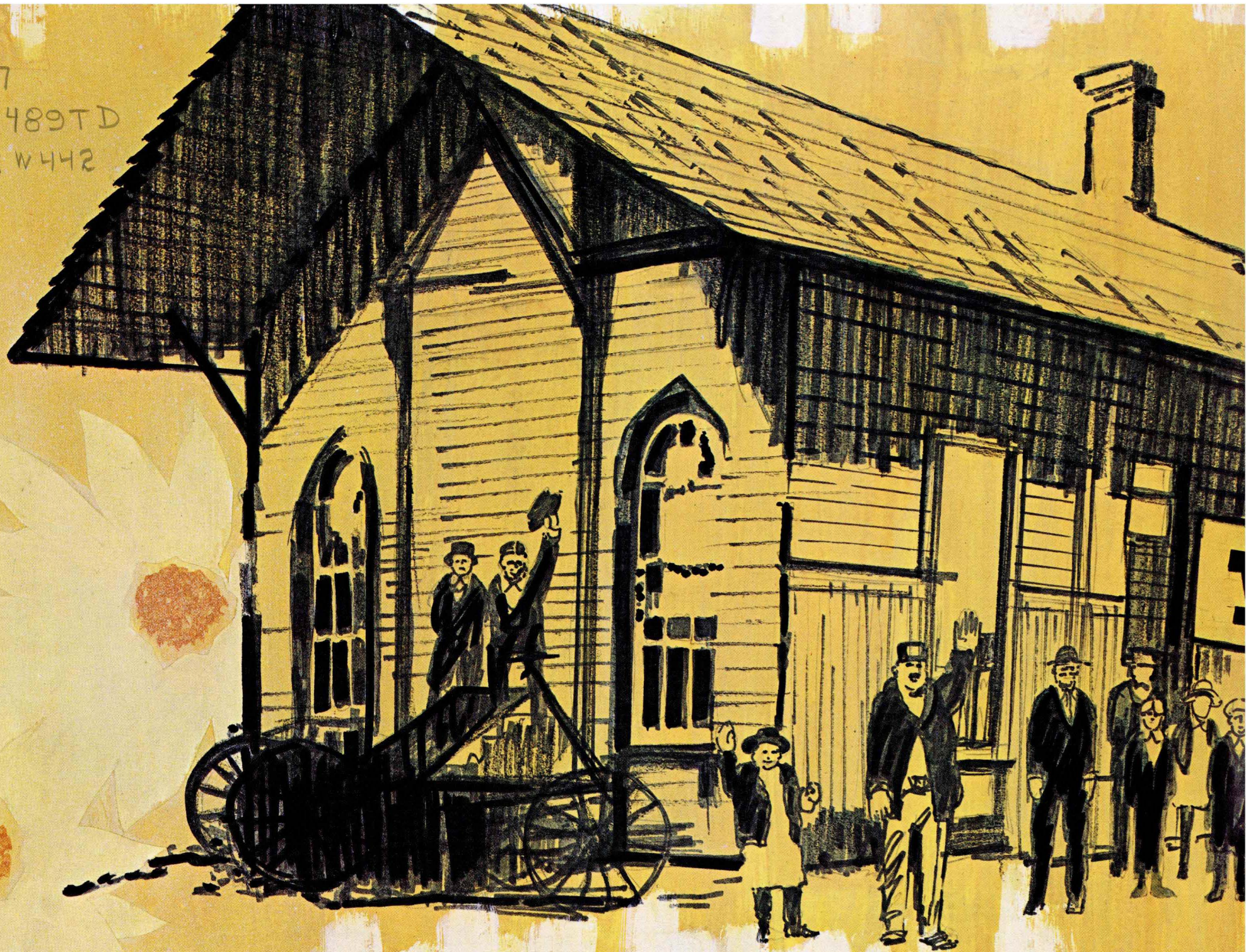


WELCOME TO IOWA!



STATE LIBRARY COMMISSION OF IOWA
Historical Building
DES MOINES, IOWA 50319

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REMEMBER THE GOOD OLD DAYS?

They're still yours in Iowa!

Remember when summer days were filled with festivals and fairs and good fun with good friends? When people were genuine and friendly, and you could hear the sound of songbirds singing from the trees above the hustle and clatter of everyday life?

Those were the good old days, and they're just about gone. Gone . . . except in Iowa, where people remember the good old days because they never really forgot them in the first place.

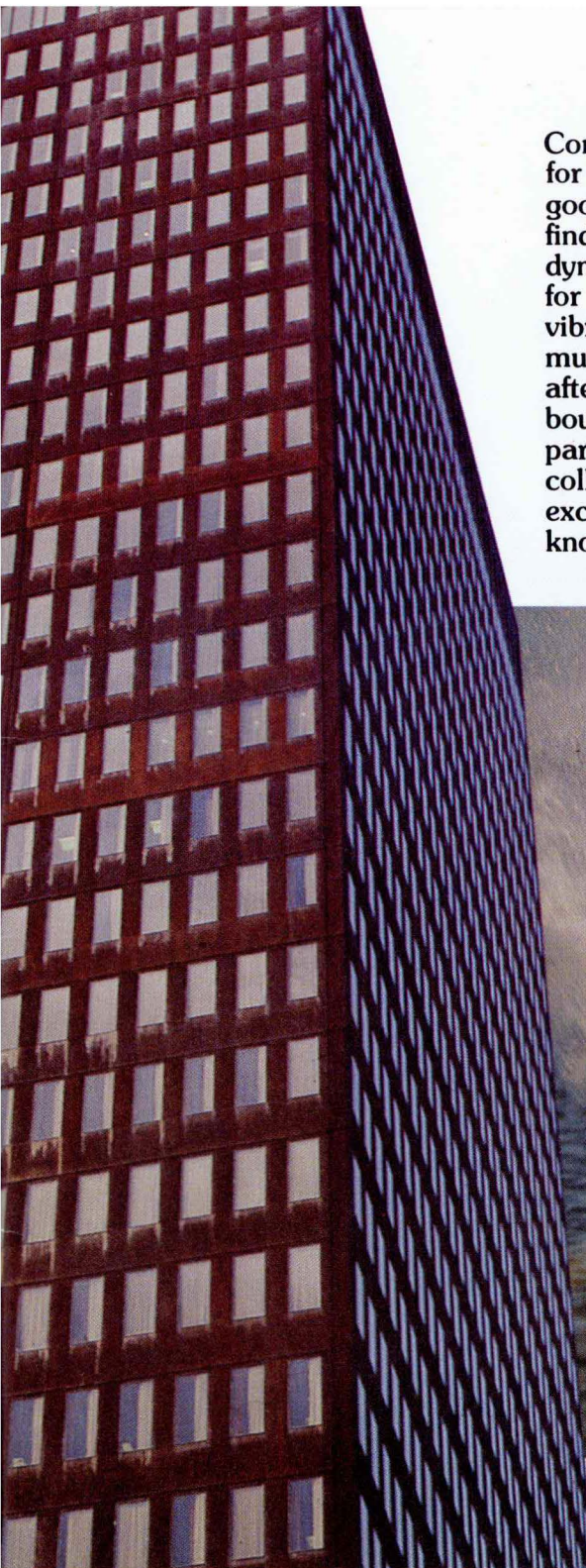
Oh, times have changed. But the best of the good old days—the easy-paced lifestyle, the cherished traditions, the graceful old buildings, the very precious pieces of America's midwestern heritage—have been preserved and are still an important part of life in Iowa's cities and countryside.

So if you're the least bit intrigued by the "good" of the good old days, visit Iowa and take an exciting look at the way life used to be. Come to Iowa . . . where the good old days still feel good today.



HELLO TO THE GOOD NEW DAYS!





Come to Iowa for the good old days . . . but come also for the excitement and the invigorating pulse of the good new days! Visit Iowa's cities, where you'll find plenty of good-time things to do. Attend dynamic art and drama presentations. Or step out for the evening into a nightlife that bounces from vibrating discos and swinging nightclubs to soft-music lounges. During the mornings and afternoons, you'll want to browse through fine boutiques or take the kids to zoos, amusement parks, museums, or to one of the many big-time college sporting events. And don't pass up the excellent places to eat along the way. Iowa is known for good food and you'll find menus ranging

from pizza and pasta to prime rib and lobster (there's nothing better than Iowa corn-fed beef and pork!). Whatever you're looking for, there are all kinds of places to go, things to do in Iowa's cities.

Or, drive through the countryside and see how Iowa's farms provide much of America's corn, soybeans, cattle, hogs and other farm products. Well-kept highways lead you through America's heartland—you'll see rural living at its best. Efficient tractors rolling over the black earth and tall silos standing over neat farmyards blend perfectly with the character of the land. Without a doubt, you'll find Iowa's open country to be an inspiring delight.



TAKE YOUR PICK



What can you do in Iowa? Take your pick! Pedal over country roads or set sail across crystal lakes. Exercise your golf, tennis or swimming strokes where you'll enjoy the fun, not fight the crowds.

Or take your Iowa enjoyment sitting down. Sample the talents of nationally recognized performing groups and personalities who visit the state every week of the year. Many Iowa cities have excellent auditoriums, and throughout the state a number of nineteenth century opera houses

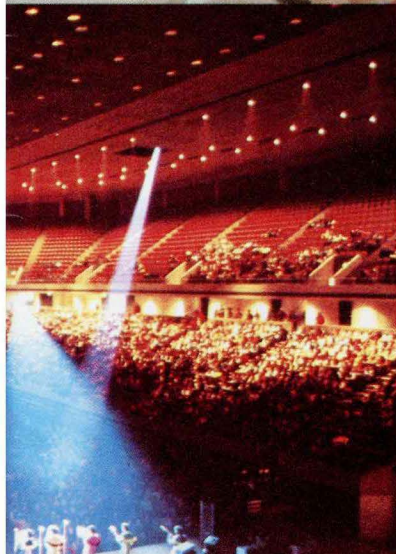
have been restored.

And why not sightsee your way across the state, capturing your experiences on film as you go? You'll bump into interesting people and places at every turn of the road. Visit museums — like the Mason House Museum in Bentonsport, the Pioneer Museum in Oskaloosa, the Old Heritage Museum in Mount Pleasant or any of the hundreds of other history-rich museums scattered throughout the state.

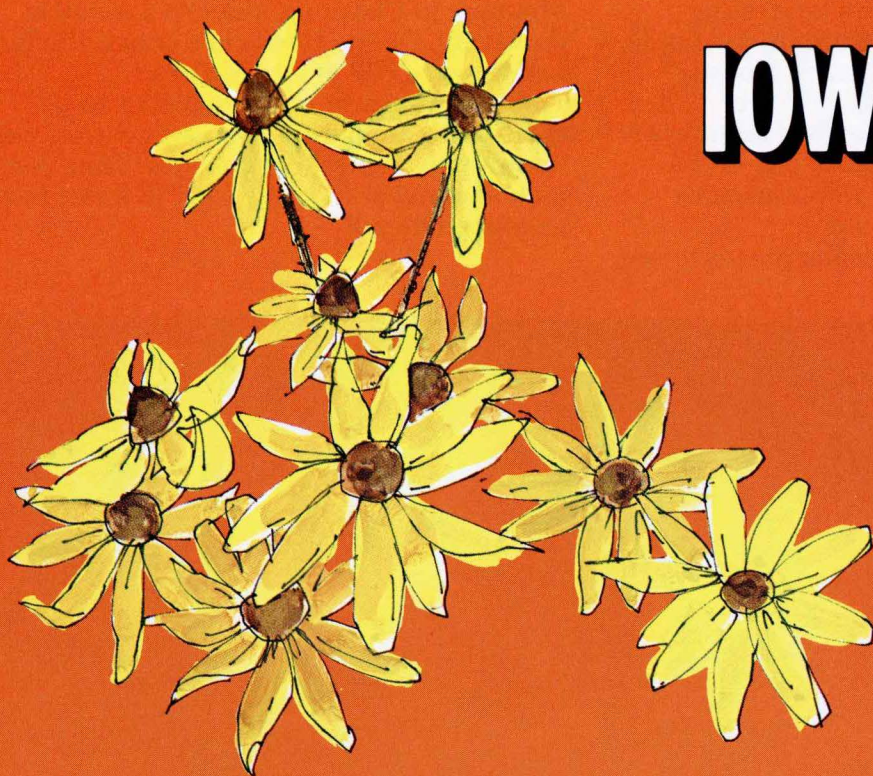
Or just enjoy the interesting places to see,

such as the Little Brown Church In The Vale . . . the fabulous Bily Clock Exhibit...beautiful old buildings like Montauk in Clermont, the Old Capitol in Iowa City, Dodge House in Council Bluffs, and Terrace Hill in Des Moines.

Great places to eat. Fun places to go. Beautiful state parks, zoos, art centers, well-known universities and colleges. Take your pick anytime of the year — get to know Iowa as a good friend!



IOWA'S BEAUTIFUL LAND



Ask an Iowan. Very likely, he can't wait to tell you about the beautiful Iowa land. He'll tell you about field after field of corn, soybeans, wheat, hay and pasture . . . one butted against the next, separated only by neat fence rows and pleasant country roads. And he'll tell you how the fields weave into a huge, earthy checkerboard, rolling with the hills and spotted with clusters of farm buildings nestled into wind-breaking trees. You'll hear the story of how the good land is full of life . . . everywhere you go in Iowa.

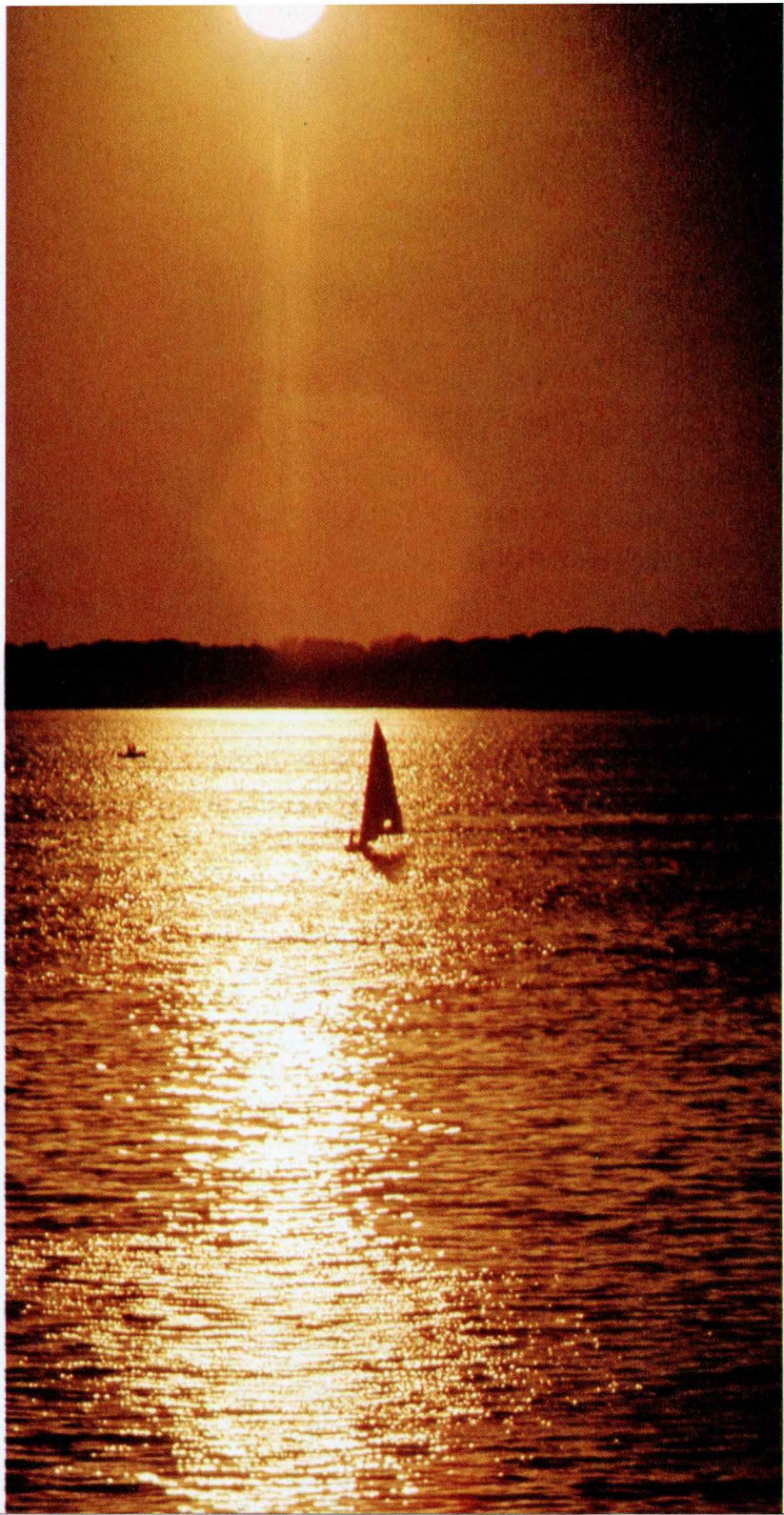
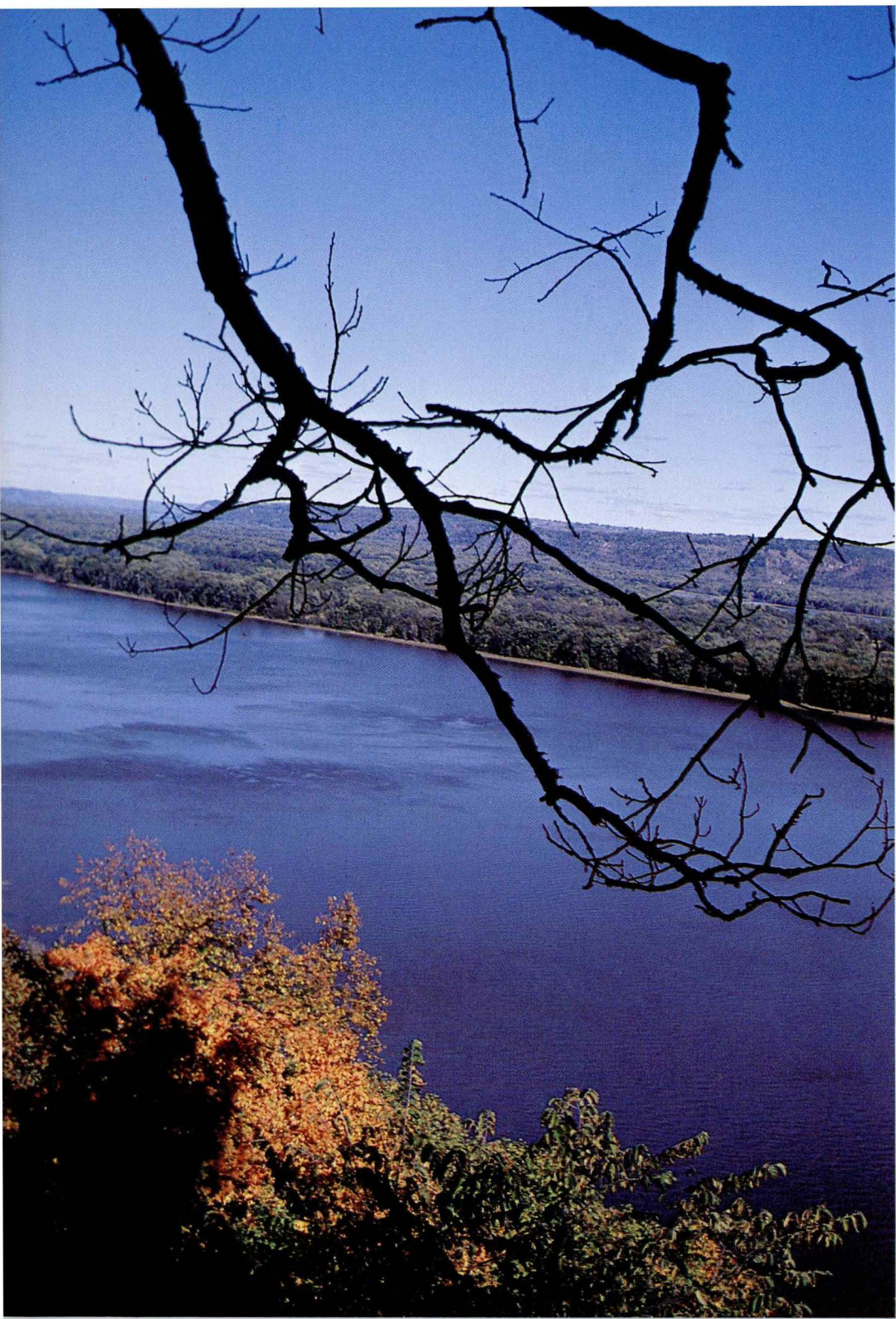
Or, the Iowan can tell you about breathtaking, hilly scenery along the eastern and western borders of the state. On the east, the Mississippi River valley cuts a roller-coaster swath and provides some of the most picturesque views that can be found anywhere in the Midwest. On the west, the unique loess bluffs along the Missouri River offer an up-and-down gateway to the great plains.

Wild flowers sprinkle the roadsides with color in the spring and summer – bloodroot, daisies, marigolds, lillies, wild asters and roses. And in the fall, the countryside dazzles the eye with beautiful displays of yellow, orange and rust-red. Every year, rugged northeast Iowa (they call the area “Little Switzerland”) provides spectacular views that are cherished by Iowa sightseers.

Lush and green in the summer, Iowa is watered by thousands of miles of streams and rivers and dotted by large lakes: Okoboji, Spirit Lake, Storm Lake, Clear Lake, and the Coralville, Saylorville, Rathbun and Red Rock reservoirs.

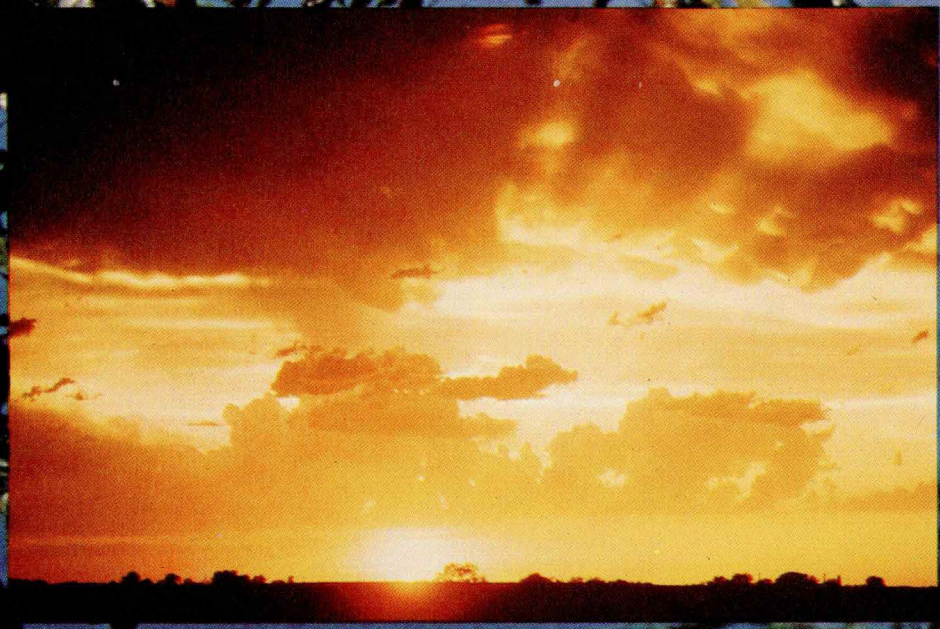
Winter months often find the snow-covered Iowa land sparkling in the crisp air, alive and active beneath a bright sun and blue, blue sky as brimfrost turns twigs into jeweled masterpieces.

Come and enjoy Iowa anytime of the year – visit the beautiful land. And . . . bring that camera!













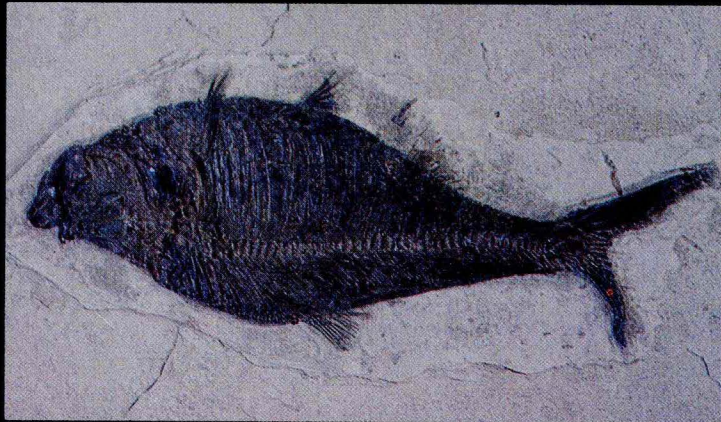
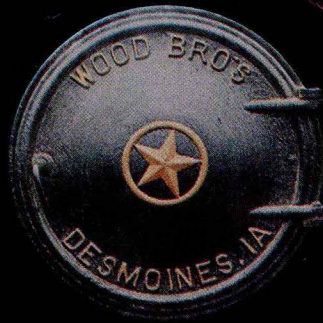
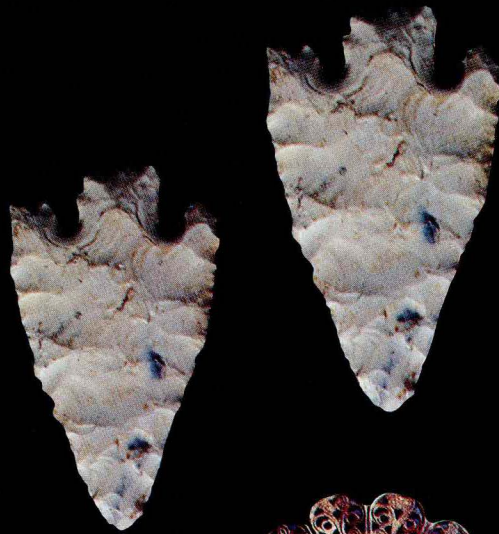
IOWA'S GOLDEN PAST

When Marquette and Joliet explored the upper reaches of the Mississippi, they discovered a land rich in beauty and promise for the future. Later, Lewis and Clark explored and charted the character of the Iowa land as they worked their way up the Missouri River; soon Iowa was part of the Missouri Territory and the threshold of the western frontier.

The history of Iowa is the heritage of the Midwest. It's the story of a wild, rolling prairie, inhabited only by Indian tribes until the white man pushed west of the Mississippi.

Even now, you can see reminders and relics of Iowa's fascinating past. The Effigy Mounds National Monument in Marquette preserves 191 known pre-historic Indian mounds. In Fort Atkinson, you can see a fort that was built to protect one tribe of Indians from another. And for an unparalleled exhibit of Iowa Indian artifacts, visit the State Historical Building in Des Moines.

On the eastern border of what is now Iowa, the Mississippi River channeled the rush of progress into the frontier. Flatboats and sternwheelers moved furs, food, lead and supplies to and from the riverside trading centers: Dubuque (the oldest city in the state), Keokuk, Clinton, McGregor and Guttenberg. In Guttenberg, you can still stop and enjoy refreshments at the Rathskeller, which in earlier times was the headquarters of a thriving riverboat company.





Black Hawk
Portrait by Charles Bird King, 1837

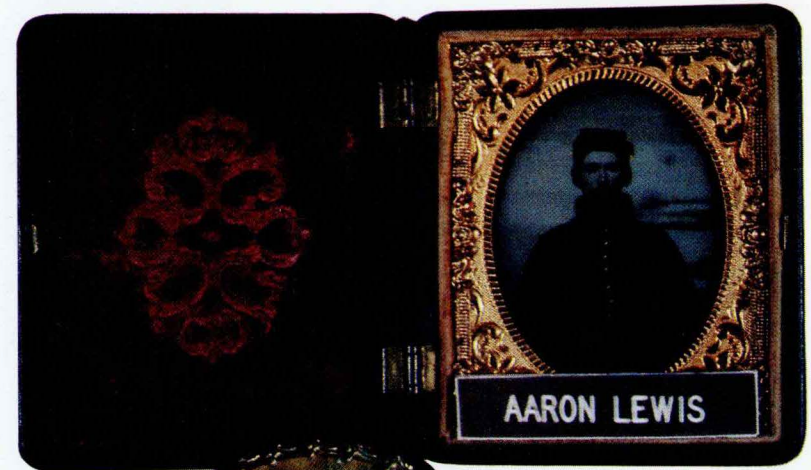


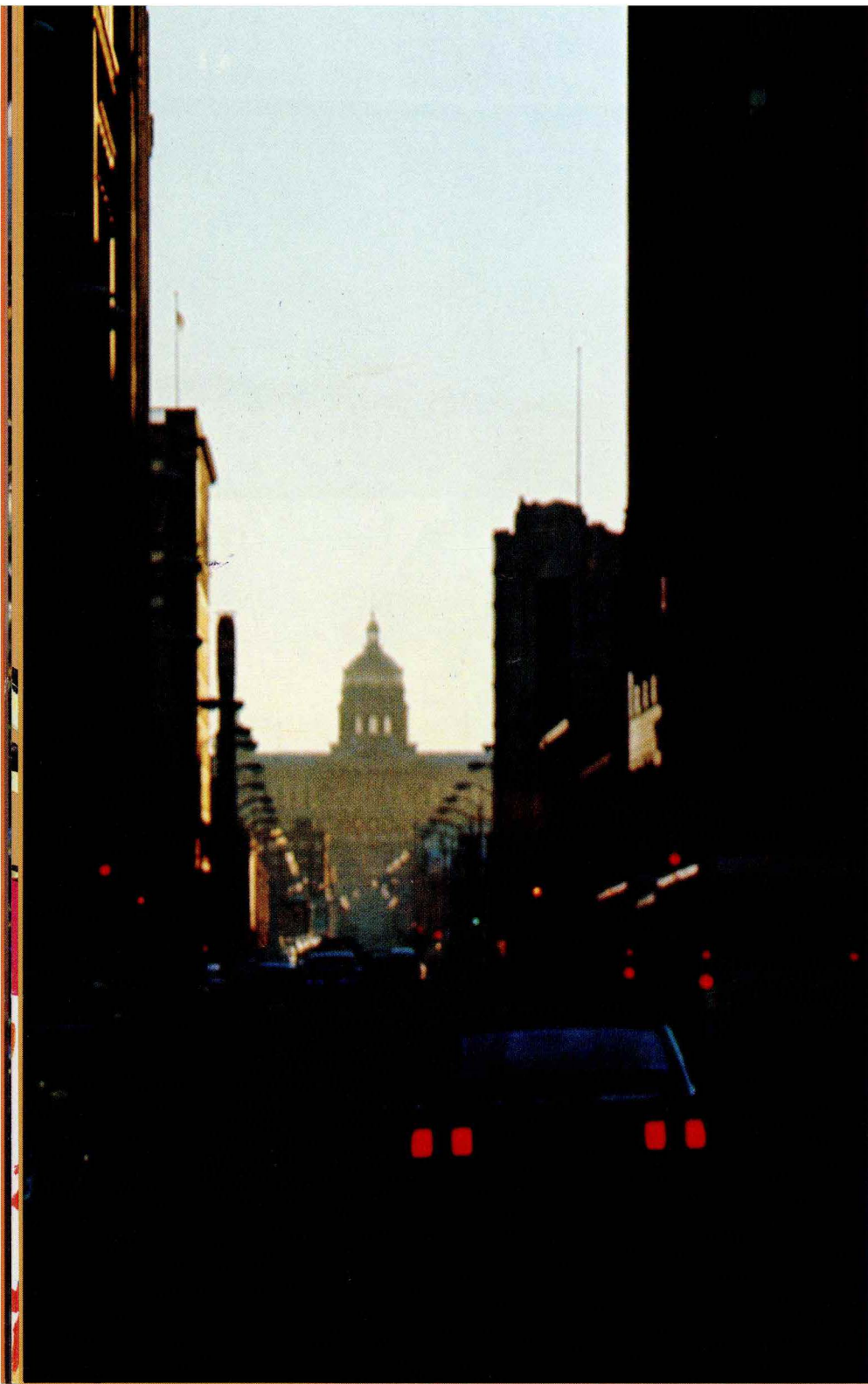


The Missouri River served the western boundary of Iowa as riverboats navigated the tricky, churning waters between Sioux City, Council Bluffs and other river towns. You can see the recovered remains of the paddlewheeler, "Bertrand," at the DeSoto National Wildlife Refuge near Missouri Valley. Its cargo of artifacts and goods has been preserved and is on display, making this fascinating exhibit a virtual time capsule.

The steaming riverboats brought pioneers, adventurers and religious groups seeking new homes to Iowa's interior. As the Iowa land was cleared and settled, communities were established that still reflect a fascinating mixture of ethnic heritage. The Norwegian-American museum in Decorah is nationally known. And the Amana Colonies—located just west of Iowa City—are famous for their German ancestry expressed in museums, displays, specialty shops and antique stores. Unforgettably delicious family-style meals are served at many of the Amana Colonies' excellent restaurants.

Throughout the state, museums preserve examples of Iowa's golden past. The "Rhododendron" in Clinton and the "George M. Verity" in Keokuk are paddlewheel showboats that display Iowa's Mississippi River heritage. At Strawberry Point, the



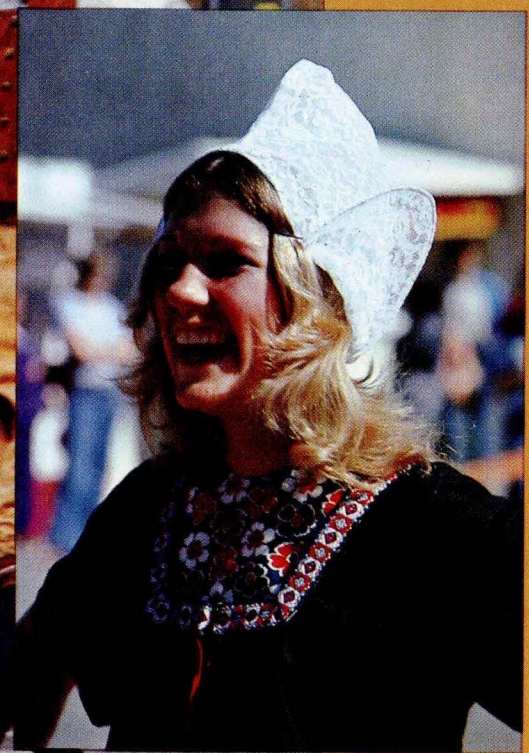


House of Dolls includes more than 400 dolls that date as far back as 1700. And in Pella, the boyhood home of Wyatt Earp has been restored. Everywhere you go in Iowa, you'll find city and country museums that recapture the flavor of Iowa's intriguing past.

Outstanding examples of various styles of architecture have been preserved throughout the state. From the simple small town home in Eldon that served as a background for Grant Wood's famous painting, "American Gothic," to the gracious and beautiful Victorian mansion called Terrace Hill (now the governor's residence) in Des Moines, many structures of the past remain standing as cornerstones for Iowa's present and future.

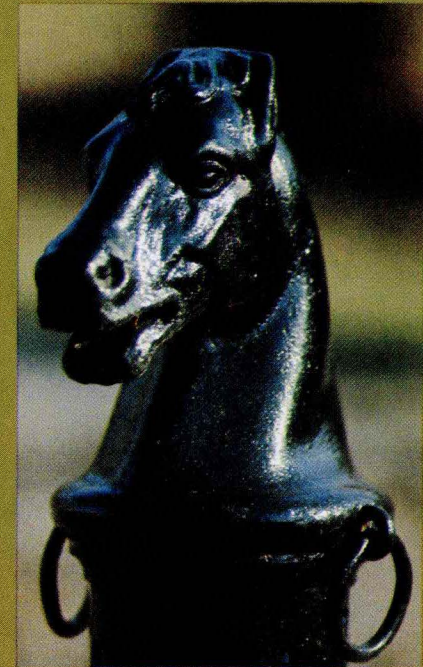
Iowa's golden past: varied, exciting, always fascinating. And yours to see anywhere you go in Iowa.

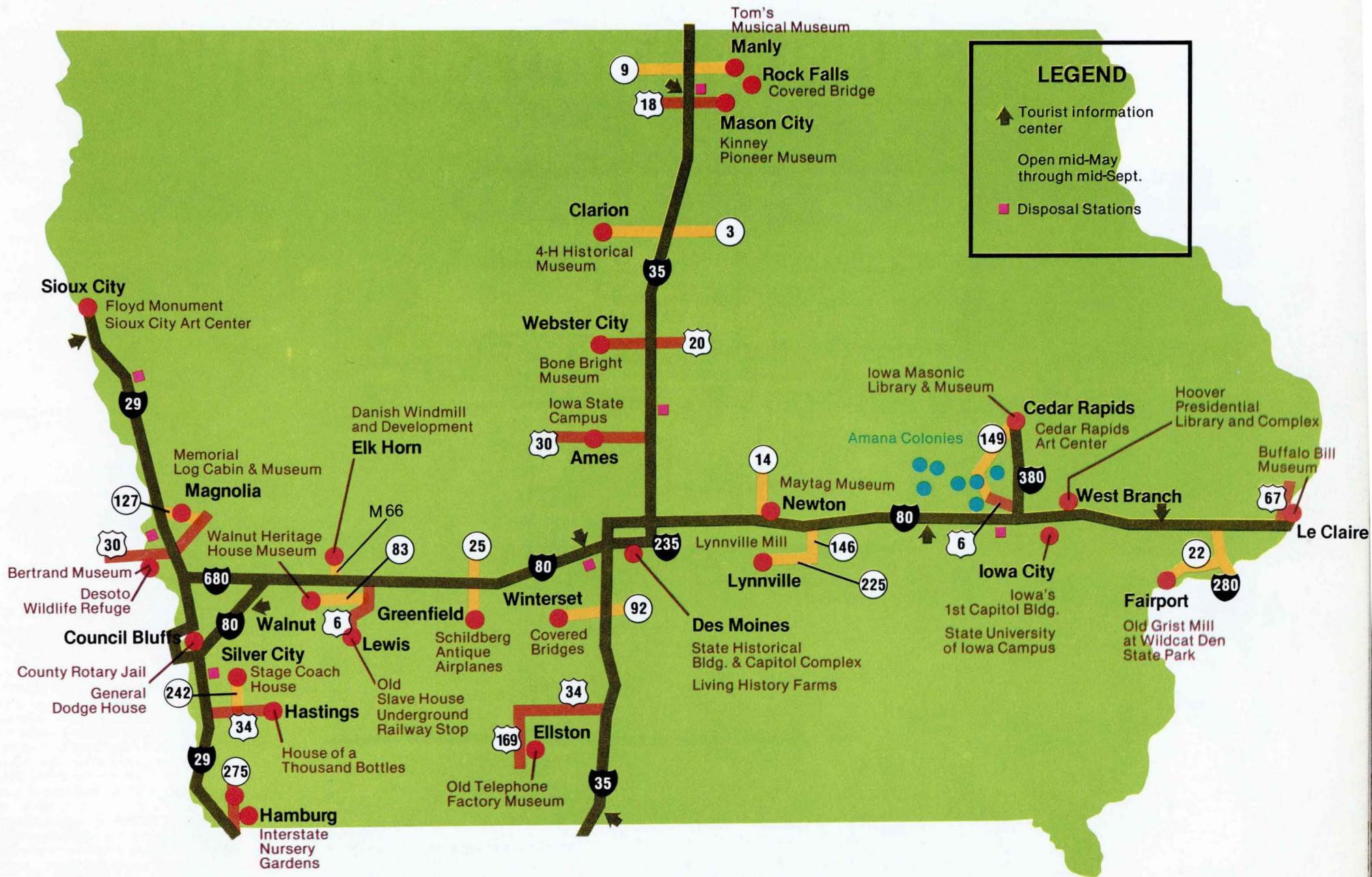




YOU'LL ENJOY IOWA MORE!

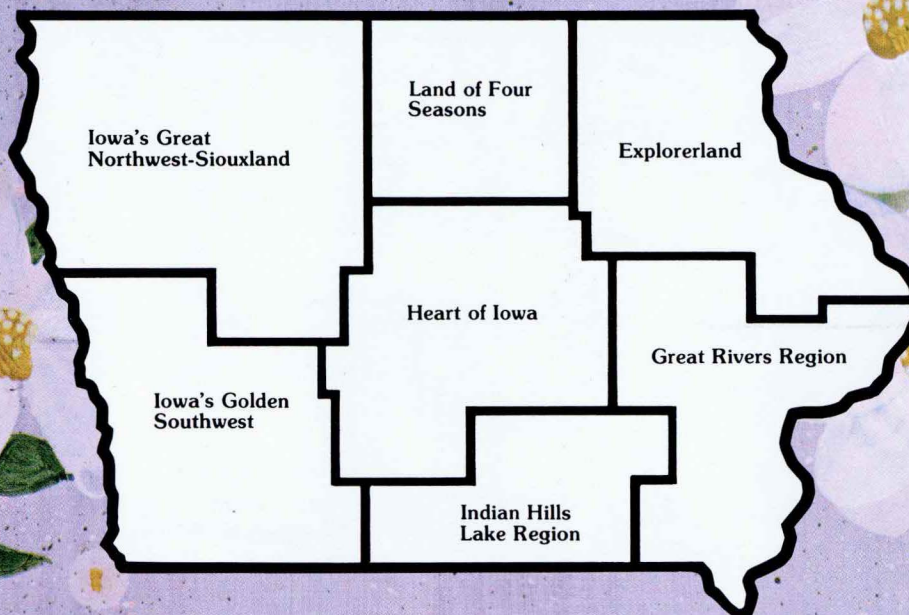
Take a few side-tripping adventures along Iowa's backroads. Do you know what you'll find? People! And you'll discover that these people are Iowa's most valuable natural resource. For truly, Iowa is The People Place. By traveling the rural highways, you'll have a chance to mingle with down-to-earth, friendly people living the good life and enjoying every minute of it. Many times your interests and theirs will coincide. And you can be sure they're ready to visit with you about it. Just stop and say hello!





SEVEN WAYS TO ENJOY IOWA

SEVEN



Each of Iowa's seven travel regions is working to make your leisure time as enjoyable as possible. No matter where you are in Iowa, interesting and fun things await. Each of the seven regions thinks what it has to offer you is the best. Maybe it is! Let them make your vacation planning easier and more enjoyable. Listed on this page is a sample of the more than 300 different travel information pamphlets available through the Iowa Development Commission. They are free and yours for the asking. Write to the address on the back of this booklet and let us know what your interests are.

SKI IOWA — This listing of Iowa Ski developments includes location information, slope statistics, fees, hours of operation, rental details and a telephone number for snow reports. This information-piece is limited to downhill skiing only.

EXPLORERLAND — Located in north-east Iowa, this region abounds in scenic beauty and is aptly named because there are discoveries to be found around every corner. Information is presented on leisure-time activities on a county-by-county basis.

GREAT RIVERS REGION — Historic trails, unique river villages, a major university, the birthplaces of famous Americans, Iowa's largest state park and even a nationally known rodeo are all to be found in this southeast Iowa travel region. A stylized map accompanies county-by-county leisure travel information.

INDIAN HILLS LAKE REGION — Located in south central Iowa, this region celebrates everything from tulips to antique airplanes. Iowa's largest lake is but one of the offerings for the water enthusiast. A county-by-county description of points of interest make planning your leisure time easy and enjoyable.

IOWA'S GOLDEN SOUTHWEST — As the name implies, this travel region is located in southwest Iowa. It boasts the world's largest Swedish coffee pot and offerings for the historian, sportsman and naturalist alike. Colorful pictures and an illustrated regional map will make your travel fun and easy.

HEART OF IOWA — A land of contrasts, Heart of Iowa travel region is abundant with centers of science, learning, culture, history and government. Wooded campsites, hiking trails, river and lake recreation round out the offerings. Whether spending an hour, a day, or a week, this brochure will guide the way as you spend vacation time in central Iowa.

IOWA'S GREAT NORTHWEST-SIOUXLAND — Situated in northwest Iowa, Siouxland is a recreational haven for all who visit. The home of one of the world's three blue water lakes, Okoboji, this beautiful area offers points of interest in every county. A stylized map of the region is included.

LAND OF FOUR SEASONS — Iowa's year around area for family fun, this is the land of "76 Trombones" and the music man. Numerous lakes provide facilities for picnicking, camping and water sports. When the snow blows, ice fishing, snowmobiling, ice sailing and winter festivities are found here.

CLEAR LAKE — A popular summer and winter playground area, Clear Lake is located in north central Iowa and offers a wide variety of water-connected activities. Tennis, parks and a golf course are but a few of the activities for the traveler. Cottages are available.

CORALVILLE LAKE — This brochure provides maps and information on the Corps of Engineers' lake just north of Iowa City. Coralville Lake covers 4,900 acres and is nearly 22 miles long. On the other side of the dam which forms the lake is Lake McBride which covers 935 acres. Lake McBride State Park surrounds the lake and has many fine recreational facilities.

SAYLORVILLE LAKE — With its location close to Des Moines and within five miles of Interstate 80, this Corps of Engineers' lake is a popular water recreation spot. Recently completed, the lake contains 5,400 acres of boating, swimming and fishing waters and is rimmed by choice picnic and camping grounds. This brochure includes detailed information on the Saylorville Lake complex and features easy-to-use maps.

RATHBUN LAKE — The largest of Iowa's lakes, Rathbun is located in south central Iowa. A man-made lake, it features a 180-mile shoreline and over 11,000 surface acres of water. Fishing, boating, swimming, picnicking, camping and other outdoor activities make this lake extremely popular.

RED ROCK LAKE — Formed by a dam one and one quarter miles long, this lake features a 9,000-acre permanent pool. Red Rock is one of Iowa's largest migratory waterfowl refuges and offers shore-to-shore fun for the water

enthusiast. Brochure also shows area points of interest near the lake.

MISSISSIPPI HOUSEBOAT RENTAL — A collection of brochures provided by privately owned and operated houseboat rental facilities.

IOWA STATE PARKS AND RECREATION AREAS — Published by the Conservation Commission, this brochure provides information on park hours, camping rates, cabin rentals, hunting and fishing license information. Detailed data on each specific park is also included.

LIVING HISTORY FARMS — Three actual "living" working farms in one complex near the junction of I-35 and I-80 near Des Moines. Featured are the farm of 1840 with oxen power and log outbuildings and the farm of 1900 with its horsepower. The farm of the future will show the newest in agricultural progress when completed.

HERBERT HOOVER PRESIDENTIAL LIBRARY — Located in West Branch immediately off I-80, this is one of only six presidential libraries in the nation. Featured also are a museum and buildings associated with Hoover's birth and early life. Hoover's gravesite is also located on the grounds.

AMANA COLONIES — Seven villages make up this complex reminiscent of the old world. A unique link between today and the pleasures of yesterday's Germany; fine food, wineries, handmade furniture and a woolen mill are but part of what awaits the vacation visitor.

GROTTO OF THE REDEMPTION — Called the largest grotto in the world, it represents over \$2.5 million in minerals and petrifications. The work of Father Paul Dobberstein for 42 years, the ever growing grotto is located in West Bend. Brochure also lists facilities available to the traveler.

BILLY CLOCK COLLECTION — Housed in Spillville, the collection of hand-carved clocks represent the winter work of two Czech brothers. One of the most unique in America, the collection includes more than a dozen clocks, along with tools used in the carving and works not finished.

ADVENTURELAND THEME PARK — Located in Des Moines, this park boasts

over 60 rides, live shows, shops and attractions for one price. Included are Main Street, Iowa Farm Land, Last Frontier, River City, and the Alpine area.

OKOBOJI SPIRIT — Seven lakes make up the complex sometimes called "Iowa's Great Lakes." State parks, "lake living," historical sites, an amusement park, and quaint shops are just a part of discovering the Okoboji Spirit.

IOWA FARM VACATIONS & RANCH CAMPS — Specific information on one of the most unique and relaxing vacation experiences you could consider. Participating farms and ranches are detailed along with contact names and phone numbers.

IOWA TRAVEL & ACCOMMODATIONS GUIDE — Published by the Iowa Hotel, Motel, Motor Inn Association, this is a guide of member facilities and includes accommodation information, phone numbers and a state highway map.

SCENIC U.S. 30 — Published by the Iowa U.S. 30 Association, this brochure details points of interest found in the Hawkeye State along Highway 30. A strip map is included along with pictures of some of the attractions.

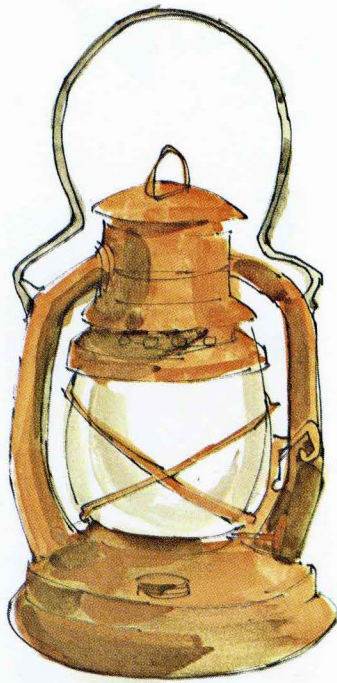
IOWA CAMPING — Published by the Iowa Association of Private Campground Owners, this publication provides detailed information on member campgrounds. Host names and phone numbers are also listed. Non-member campground information will also be provided as available.

IOWA CANOE TRIPS — A wide variety of canoeing waters are found within the Hawkeye State. This publication provides 14 separate trips with detailed information on each stream and a map of the area through which the trip is planned.

ROCK COLLECTION IN IOWA — This 18-page publication includes maps and information for areas where various specimens have been collected by rock hunters in Iowa. Excellent specimens of fossils, minerals, semi-precious stones and other rocks exist in the Hawkeye state. Also included is information on the collection of geodes, Iowa's official state rock.



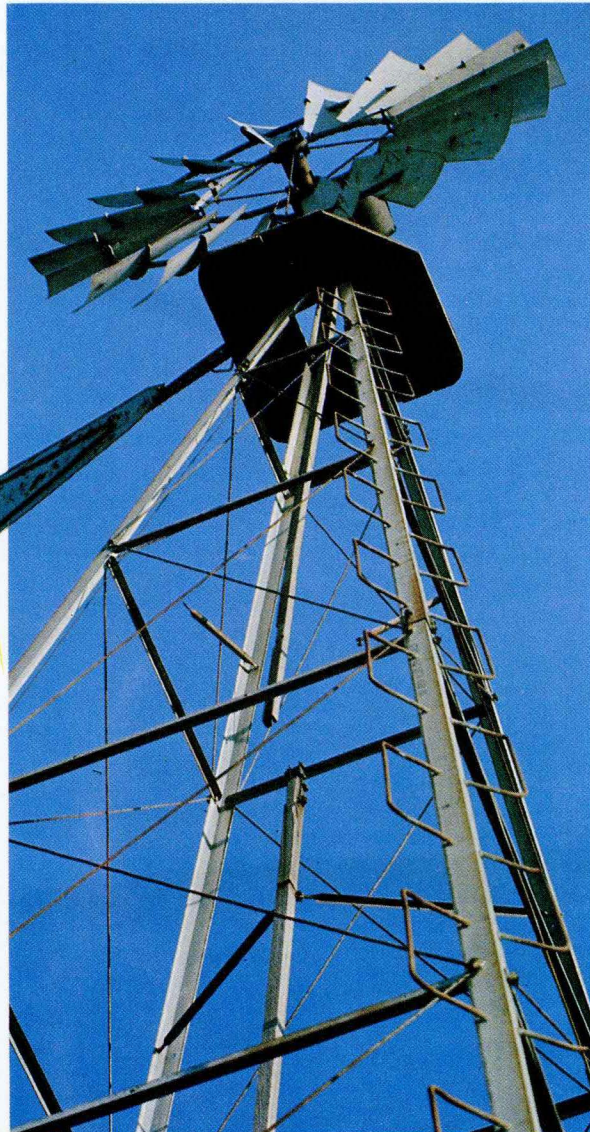
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TAMING THE STRONG LAND

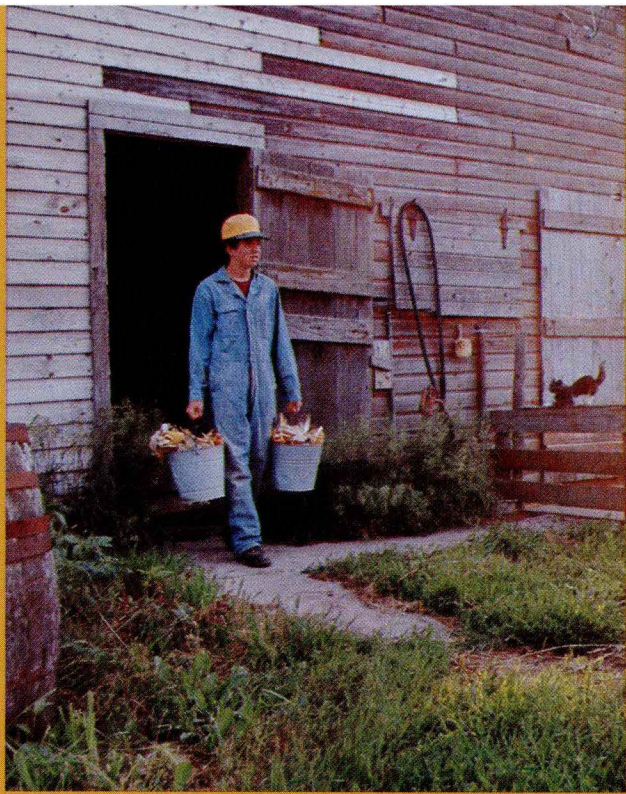
The essence of Iowa's past is agriculture, for it was the farms and farmers that shaped the state's economy and built Iowa's towns and cities. Even before the turn of the century, Iowa's farms were feeding people throughout the country as all America benefited from the fertile earth and the ideal growing conditions.

Iowa's agricultural past is captured at the Living History Farms near Des Moines, where people actually work a replica of an 1840 pioneer farm using only the tools and conveniences of that era: huge oxen, wooden plowshares and handmade utensils. A working reconstruction of a turn-of-the-century horse farm is also on display at the Living History Farms. And at the Midwest Old Settlers and Threshers Reunion in



Mount Pleasant every Labor Day weekend, one of the largest exhibits of antique steam-powered engines, tractors and threshers goes into action to demonstrate how the Industrial Revolution affected Iowa farming.

Elsewhere, the agricultural history of Iowa has been preserved in museums, fairs, festivals and monuments throughout the state. The Nelson Pioneer Museum in Oskaloosa offers a complete pioneer farm and a unique craft museum, too. The Oktoberfest in the Amana Colonies celebrates Iowa's German heritage, and an International Folk Festival in Bettendorf exhibits the traditions, crafts and foods of more than 20 nationalities that have helped shape Iowa's agricultural past.



Today, farming is big business. And necessarily so . . . because Iowa's farmers are called upon to help feed not only the United States, but people all over the world as well. There are over 32 million acres of quality farmland in Iowa, and the average farm represents the same financial responsibilities as any other large-scale business venture. A sizeable investment? Yes, but you can't put a dollar value on the quality of farm life.

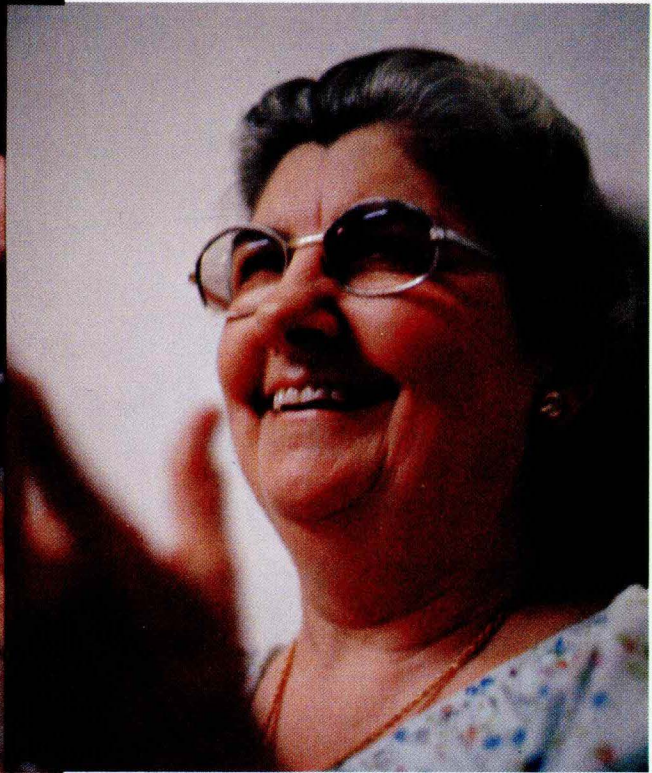
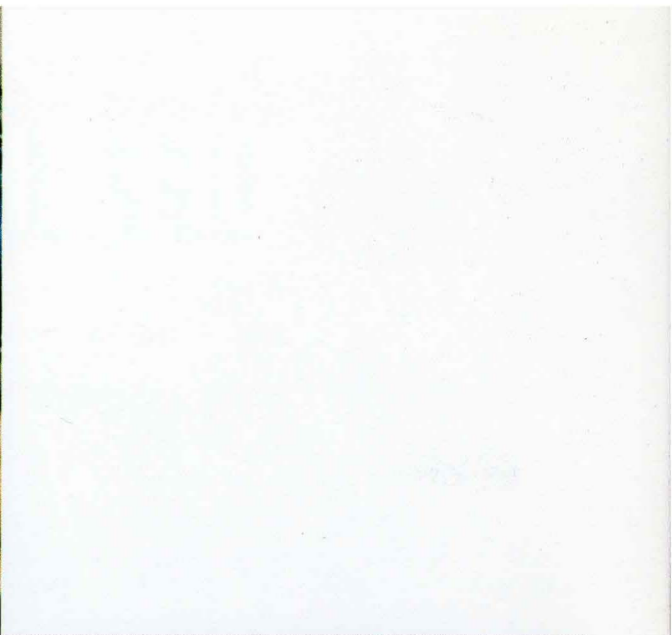
Some call it "country charm" . . . because there's something different about the people who live on Iowa's farms. They're especially friendly, warm and genuine—and they're the same kind of people who have worked Iowa's rich, black earth for a hundred

years. Many of them would love to tell you all about how they raise their crops and animals, and perhaps they'll tell you about the history of their farm or nearby community, too.

So stop and say hello if you see a farm you like. Chances are the farmer will be glad to meet you and show you around.

In addition, each year in the summer several Iowa families open their homes and farms to visitors who would like to spend a few days on a farm vacation. It's a wonderful way for children to get out into the wide open country and experience the fun and fascination of modern farm life.



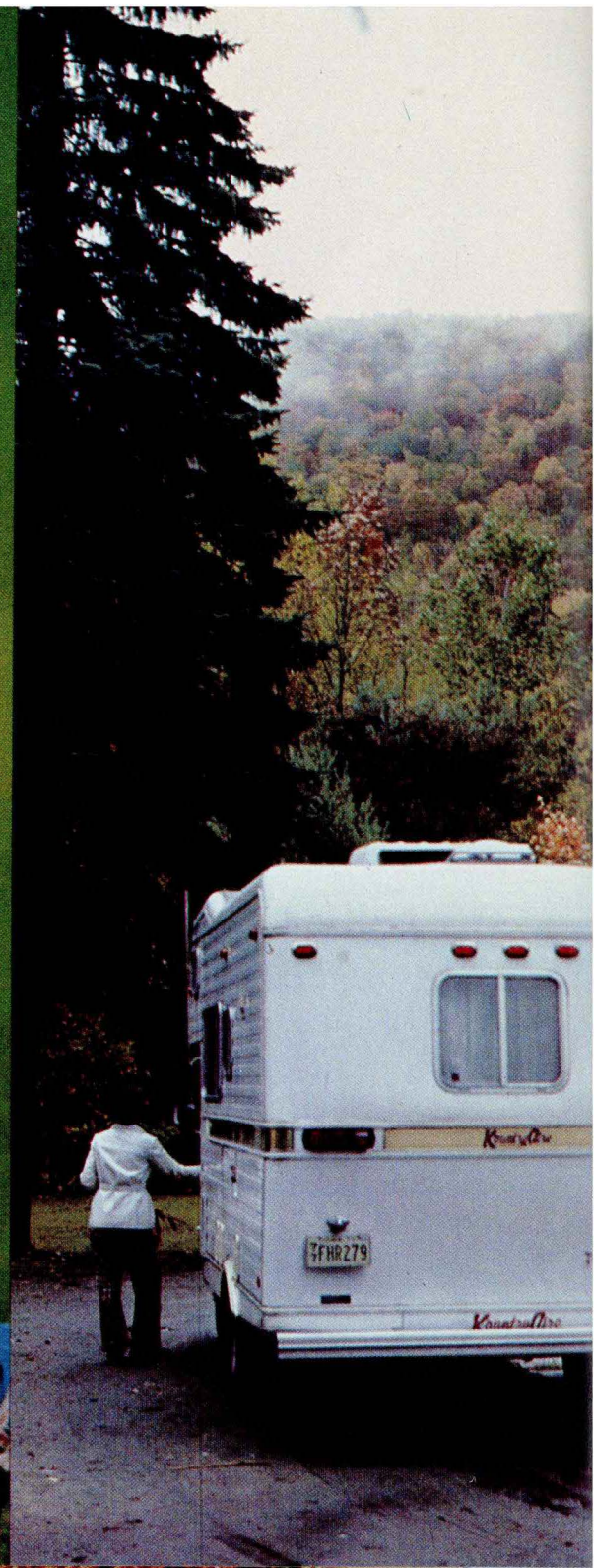
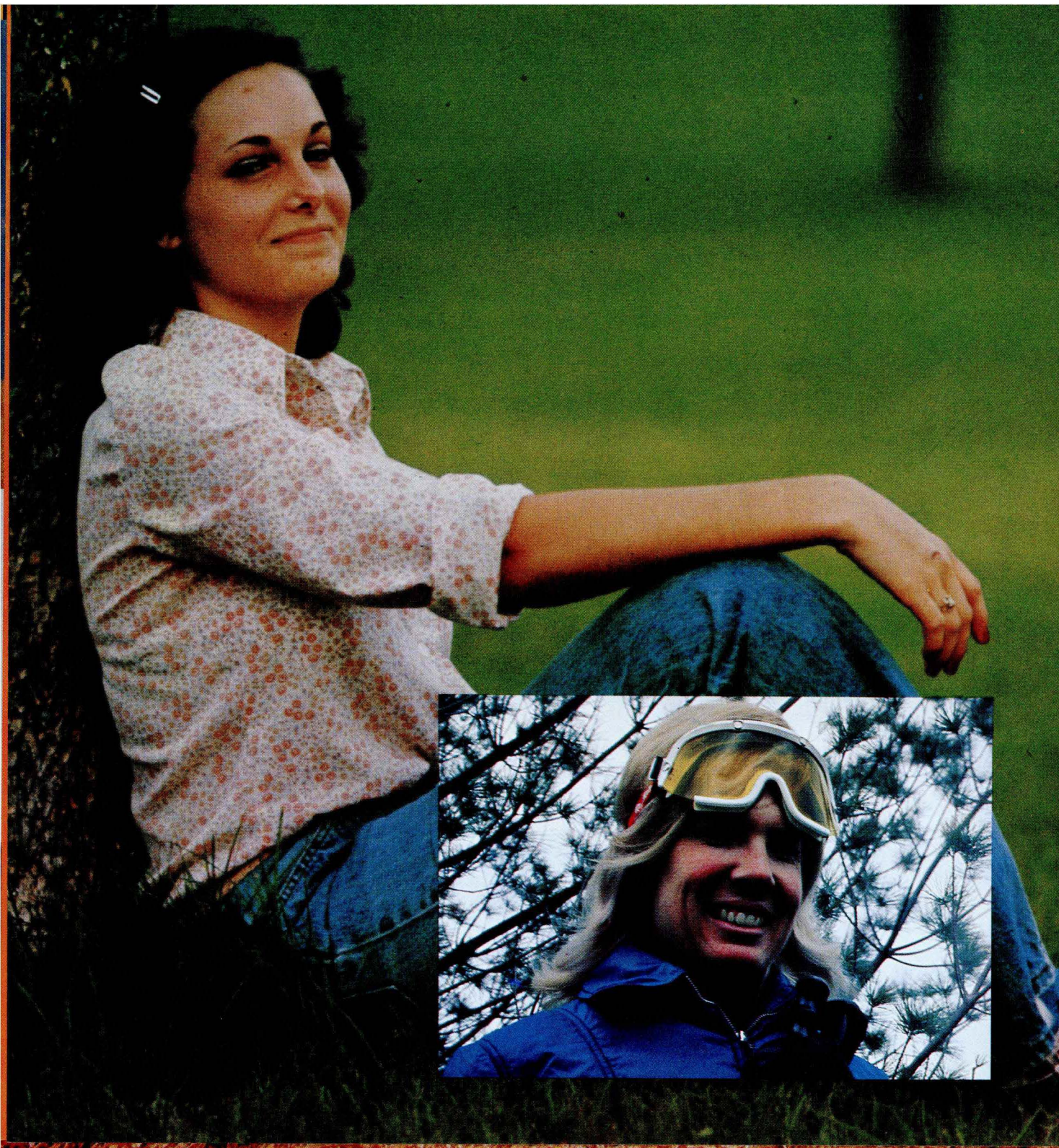


OFF THE BEATEN PATH

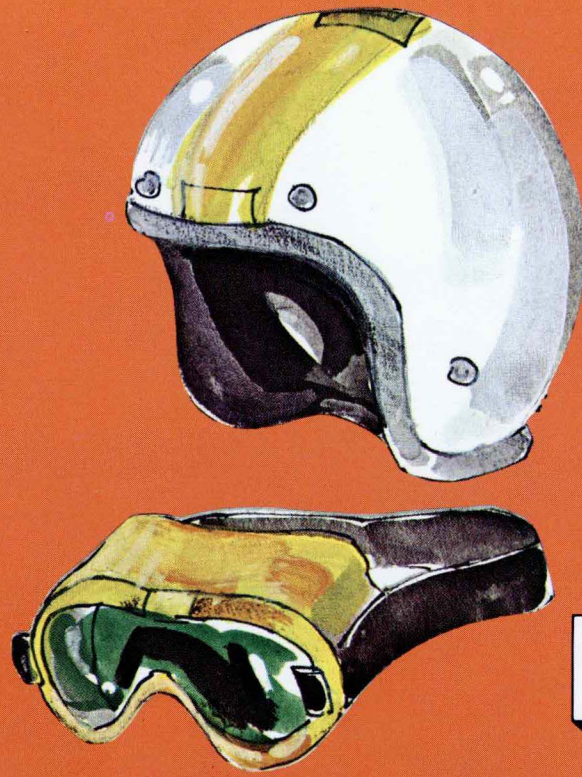
Come to Iowa and get away from the hassle and the hustle. You'll find new kinds of things to do and interesting places to visit as you travel uncrowded secondary roads. Take your time as you browse through wayside shops, country museums and small town general stores. Or leave the car behind and step off the beaten path. Take advantage of pack-on-your-back living. You can hike and camp in any of the numerous state parks or forest preserves . . . and you'll enjoy the outdoors without having to fight a crowd for a spot to pitch your tent. Iowa is a great place to go when you want to say "hello" again to your peace of mind and your gentler spirit.











BE YOURSELF IN IOWA



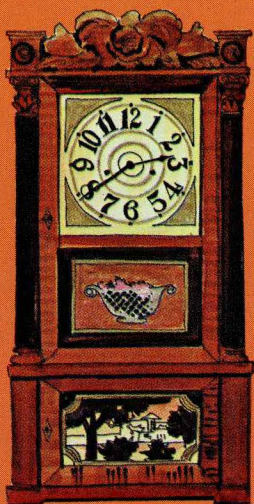
Maybe it's because there's so much to do. Or maybe it's because there's so much room to stretch out and let go. In any case, people find it easy to be themselves in Iowa. They do the things that appeal to them whenever the mood is right, whether it's a quiet afternoon by the lake or a free-wheeling bicycle trip across country roads. Iowa is the "let's do something" place, and people have fun in Iowa in grand style.

Fairs. Festivals. Concerts. Sporting events. Drama. Flea markets. Rockhounding. Hiking. Camping. Horseback riding. Sailing and boating. Water skiing. Snowmobiling. People in Iowa have a serious commitment to enjoying life, and they do it with enthusiasm. It's the kind of vitality that makes it easy to let yourself go and join in the fun. So come and try it . . . be yourself at your best in Iowa!









ANTIQUING IN IOWA

POPULAR YEAR-ROUND PASTIME

They call it a collector's paradise. That's why people come from all over the nation to buy, sell, barter and hunt for antique bargains in Iowa. Des Moines and West Des Moines are national centers for antiques, and throughout the state you can find antique stores in almost every community selling beautiful old furniture,

dishes, glassware, knickknacks, lamps, farm implements . . . even a few vintage unrestored automobiles.

But the real fun is going on your own treasure hunt. Antique shows, auctions, flea markets, garage sales—valuable antiques always seem to turn up in the strangest places!



FOUR SEASONS OF FUN

Can't sit still? Then Iowa is the place to be! Four distinct seasons make the outdoor fun as varied as the weather. In the summer, the sun shines over more than 1/4-million acres of lakes, streams and rivers . . . perfect for swimming, water skiing, boating, sailing, fishing, or just soaking up the sun. Spring-fed streams in Northeastern Iowa and rivers throughout the state are excellent for canoeing: houseboating is popular on both the Mississippi and Missouri rivers. Golf, tennis, bicycling, horseback riding, hiking and camping . . . Iowa has it all in the summertime. If you've got the gumption, you'll love the action!

Winter brings a thick blanket of beautifully clean snow, and most Iowa

people enjoy the white stuff to the limit. Cross-country skiing is a favorite sport because of the ideal terrain found in most parts of the state. Downhill skiing is popular on the steeper slopes, too. And well-marked snowmobile trails wind through many areas of the countryside.

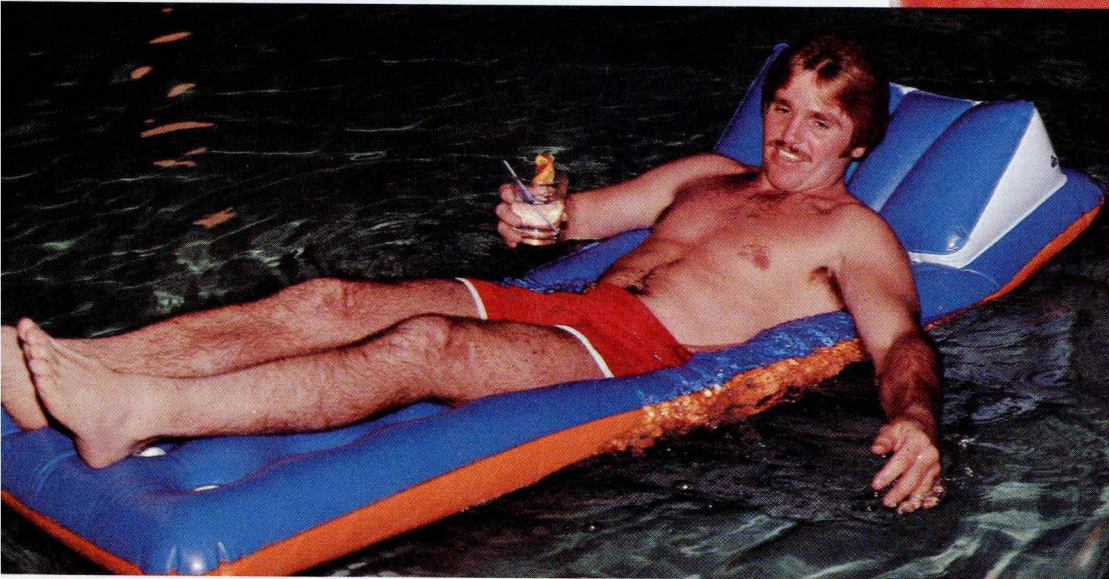
And Spring and Fall? They're wonderful in Iowa! You'll have fun getting out on the road and watching the seasons change before your eyes. Nature hiking, camping, observing duck and geese migrations . . . any kind of outdoor activity is extra pleasant during the not-too-warm, not-too-cool days of Spring and Fall.

Come out and enjoy the climate — four seasons of fun, yours to enjoy in Iowa!



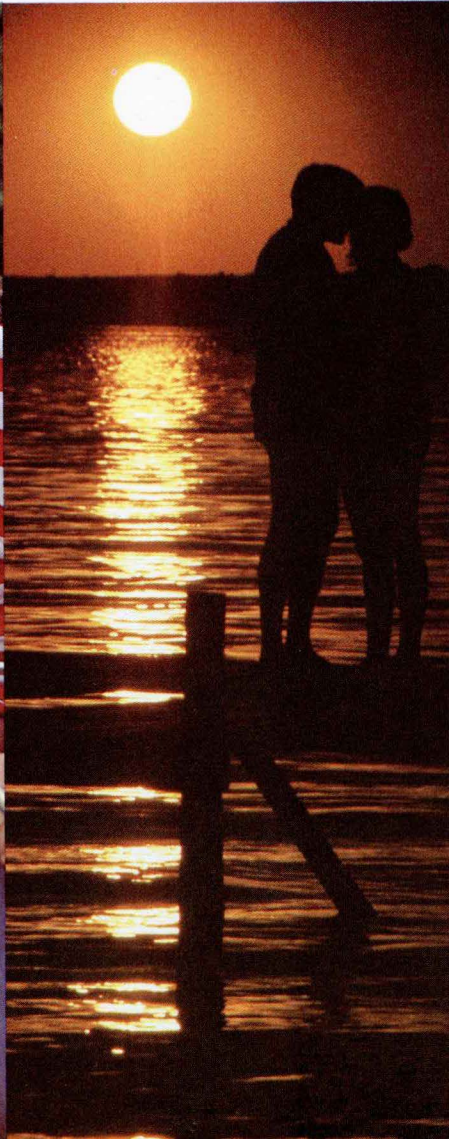
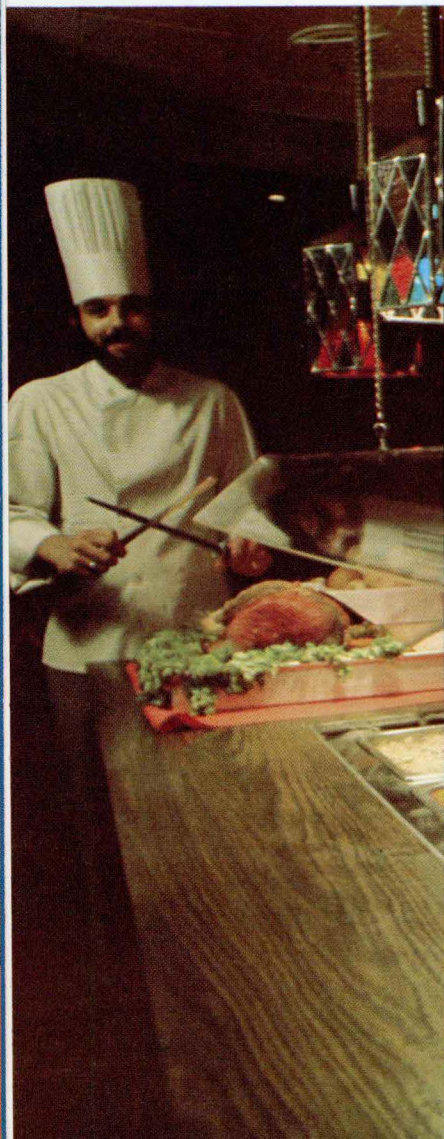






VACATIONING IN IOWA

...ENJOYING IT TOGETHER



Do you have someone you care about in a special way? Then, give Iowa to that special friend. Because a vacation in Iowa is a marvelous gift. Close friends get closer and families have great fun together doing any of the many, many relaxing activities Iowa has to offer. So plan to do it together this year.

Visit Iowa with a friend . . . you'll have a rousing good time enjoying the unforgettable "Iowa experience."

The Travel Development Division of the Iowa Development Commission stocks hundreds of different free booklets, pamphlets and brochures that show you

how to have a super Iowa vacation. For information, please write to:

TRAVEL DEVELOPMENT DIVISION
IOWA DEVELOPMENT COMMISSION
250 JEWETT BUILDING
DES MOINES, IOWA 50309

