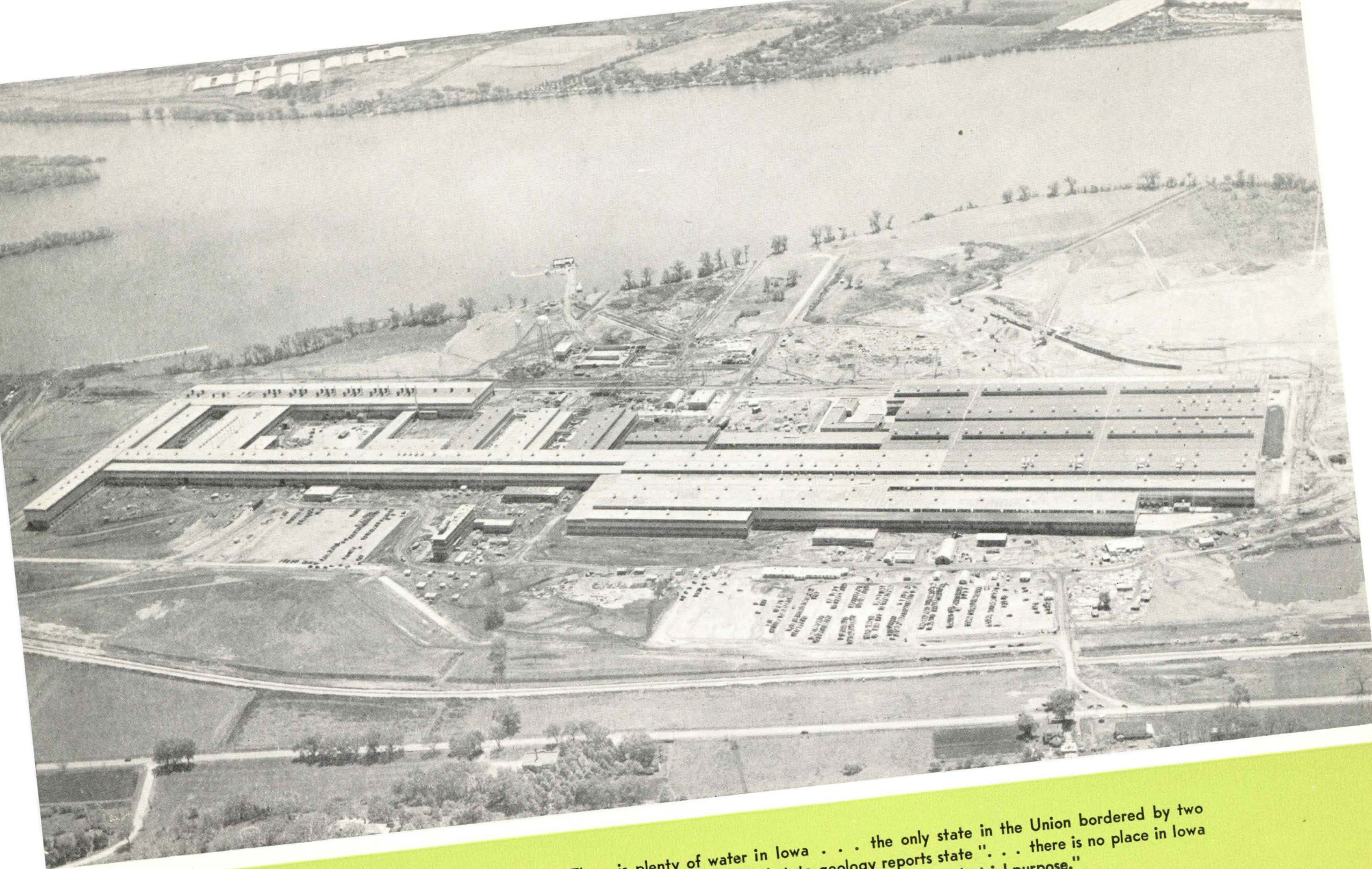


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# INDUSTRY'S ROAD TO OPPORTUNITY ... LEADS TO **IOWA**





**LAND BETWEEN TWO RIVERS.** There is plenty of water in Iowa . . . the only state in the Union bordered by two navigable rivers, the Mississippi and the Missouri. Federal and state geology reports state ". . . there is no place in Iowa where suitable water cannot be obtained in sufficient quantities and qualities for any industrial purpose."

In a Land Where . . . .

**I**NDUSTRY is welcomed to share the natural advantages that have placed the farmer and the manufacturer on a pedestal of "gracious living" and where . . .

**O**PPORTUNITY for industrial prosperity and expansion are boundless, and where . . .

**W**EALTH in natural resources, agricultural raw materials, labor, markets, transportation, location and cultural facilities fit every industrialist's needs, and where . . .

**A**GRICULTURE is fast sharing its throne with industry in a kingdom of balanced economy . . .

YOU ARE CORDIALLY INVITED TO EXPLORE

Industry's Road to

Greater Opportunity



**IOWA DEVELOPMENT COMMISSION**

Central National Building

Des Moines, Iowa

# It's Your *GOOD MOVE* For GRACIOUS and FRIENDLY LIVING!

Whether they live in one of Iowa's 23 cities with more than 10,000 people or on one of the state's 200,000 farms, Iowans enjoy a bountiful life. According to the U. S. farm census, Iowa farmers have the highest standard of living in the nation. Iowans work and play hard. They are participants and spectators in one of the broadest programs of recreational and cultural activities to be found. Ninety-two state parks and recreation preserves and 8 state forest areas give ample room to enjoying beautiful Iowa. Plenty of good fishing and swimming is provided by 94 lakes and 15,000 miles of streams. In winter these lakes and streams are crowded with skaters, ice boaters and ice fishermen. "Little Switzerland", in northeast Iowa is ideal for skiing and tobogganing.

Fishermen enjoy hauls of northern pike, bass, trout, perch, bluegills, crappies, sunfish and channel and blue catfish. Hunters bag pheasants, quail, ducks, geese, rabbits, squirrels and other small game.

Culture also ranks high. The Minneapolis Symphony orchestra's tour plays to standing - room - only crowds. A world record for attendance at indoor spoken drama was set at Des Moines when Katherine

Cornell starred in "The Barrets of Wim-pole Street." The First Drama Quartet with original cast ignored all midwestern cities on its way to Broadway . . . all that is, except Des Moines.

Iowa has tradition in the arts. Antonin Dvorak lived in Spillville while composing his "New World Symphony". Grant Wood was born here and many of his finest paintings were done here in Iowa from Iowa subjects. MacKinlay Kantor, Phil Stong, and Paul Engle call Iowa home, and Stong's "State Fair" was inspired by the Iowa State Fair.

Fairs and festivals are an important part of Iowa life. Besides the famous State Fair, there are dozens of county fairs. The Clay County Fair is billed as the world's greatest county fair . . . and no one questions this claim.

Each spring thousands gather for Tulip Time festivals at Pella and Orange City, old Dutch communities. Thousands more visit Dubuque's Peony Trail. Summer highways are clogged with Iowans headed for the Tama Indian Pow-wow at the Tama Indian Reservation. Sidney and Fort Madison become wild frontier towns during their annual rodeos. Iowans will drive their



Folks from all walks of life find healthful relaxation in the beautiful state that is Iowa. Rolling hills and deep valleys are all around you.

Here a happy angler pits his skill against the abundant, but wary fish, as the cool water swirls peacefully around him . . . offering sport and relaxation.

At home, or at Grandma's house, Iowans eat well from food produced right in their own state.

Culture plays an important role in Iowa life. Art center in Des Moines draws large crowds.

Home is the hunter . . . Iowa style. Small game abound, and afford fun and relaxation for all.

more than a million cars and trucks over a hundred miles for a basketball game. The University of Iowa had the largest attendance at conference games for the 1948 season. They are also enthusiastic over the Drake Relays. Nearly 50,000 watch the University of Iowa at each home football game. Iowa State College, in the Big Seven is another favorite of Iowa's fans.

More sedentary recreations boast as many enthusiasts. Books at the 370 public libraries keep moving at top speed. Traveling libraries provide books to others. Iowa's 72 radio stations and 4 television stations also offer entertainment and information. Iowa State College boasts the world's first college-owned and operated educational TV station.

In the Indian language, Iowa meant



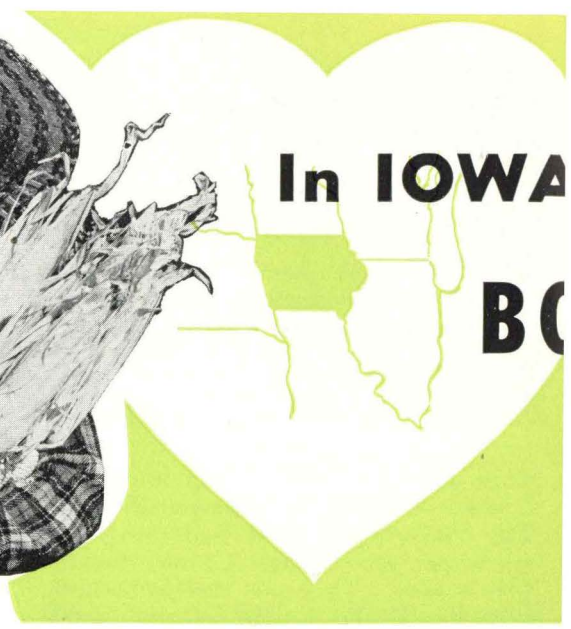
“beautiful land.” To the modern Iowan it means “happy land.” Sidney A. Foster said, “In all that is good, Iowa affords the best.”



Lake Okoboji in Northwest Iowa. Iowa summers are enjoyable "at the lake." Boating enthusiasts thrill to the power of the breeze as their slender craft speeds over the restful blue water.



In IOWA  
BO



Harvest-time is a busy time in Iowa. The crops are bountiful, and the farmers of Iowa are prosperous.

Iowa's love to travel far and wide. Major airlines serve them from all directions with daily service.

Industry needs good transportation and plenty of it. Trucks and trains crisscross every part of Iowa.

The Mississippi and the Missouri border Iowa, providing the state with economical transportation. They also offer recreational facilities.

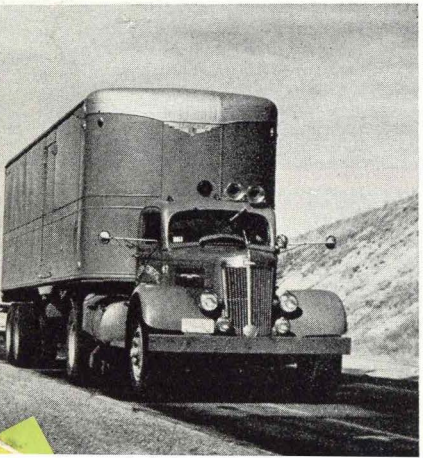
### LOCATION

Iowa is near the geographic center of the U. S., in the heart of the greatest food producing area of the world. Markets, labor, raw materials and transportation are at the executive's fingertips. Economists point to Iowa as the most balanced state within the famous "Magic Circle." Iowa's ideal location provides an invigorating climate during all four seasons. Annual average temperature is 49 degrees, average rainfall is 32 inches, and the winter's snowfall averages 30 inches.

### TRANSPORTATION

Twelve major rail lines serve Iowa. It ranks 4th in the U.S. for total rail mileage. No point in Iowa is over 13 miles from rail transportation.

Iowa's 102,683 miles of roads and over 6,000 miles of paved highway place the state 3rd nationally in paved road mileage. Every incorporated town can be reached by a surfaced road. National airlines



. . . the *Heart Land* of America

**UNTIFUL NATURE** provides

**Advantages for Industry, too!**

serve Iowa from all directions. Twelve Iowa cities have modern air terminals handling today's largest commercial airliners. There are over 180 small municipal airports. Air freight service is provided by all of Iowa's scheduled lines, and by 2 large national air freight lines. Iowa will play a vital role in aviation future. Trans-polar air routes will make Iowa a major export center for Europe and the far east. Iowa is the only state bordered by 2 navigable rivers, the Mississippi and the Missouri. They provide inexpensive transportation. There is plenty of water in all parts of Iowa for all industrial needs. Iowa's broad motor freight system includes 72 interstate and 79 intrastate motor freight lines. Every incorporated Iowa town is served by motor freight, providing a maximum in wholesale and retail outlets.

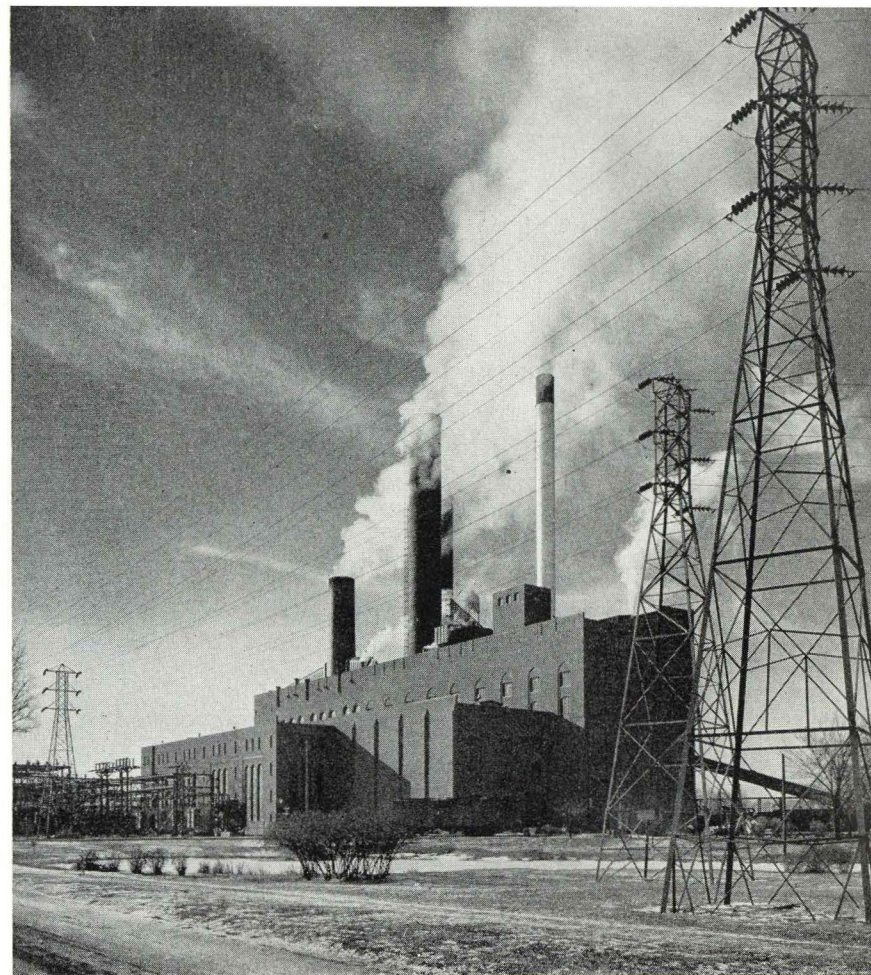
#### **POWER**

Iowa's electric power "grid system" ensures all the state's industrial areas a surplus of electrical energy. This grid not only taps the national network but con-

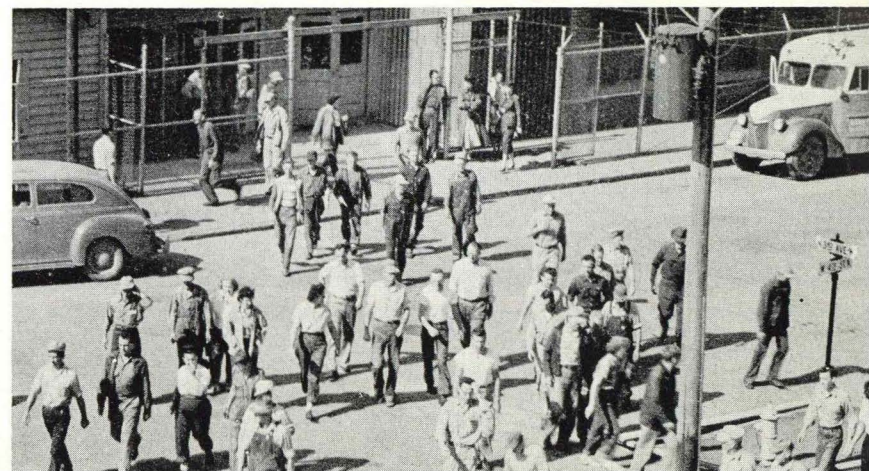
nects all the state's generating plants, thus preventing power shortages even during natural disasters. Iowa's grid system stands by ready to tap the huge hydroelectric generating plants being constructed on the Missouri river. No industrialist need fear a power shortage in Iowa where far-sighted public and private power systems have a surplus of electrical energy even over peak consumption periods. Federal and state geology reports state that the wells are deep and water somewhat mineralized: . . . no place where suitable water cannot be obtained in quantities and qualities for industrial use. Iowa is served by 4 natural gas pipelines. Rates are comparable to other midwest states.

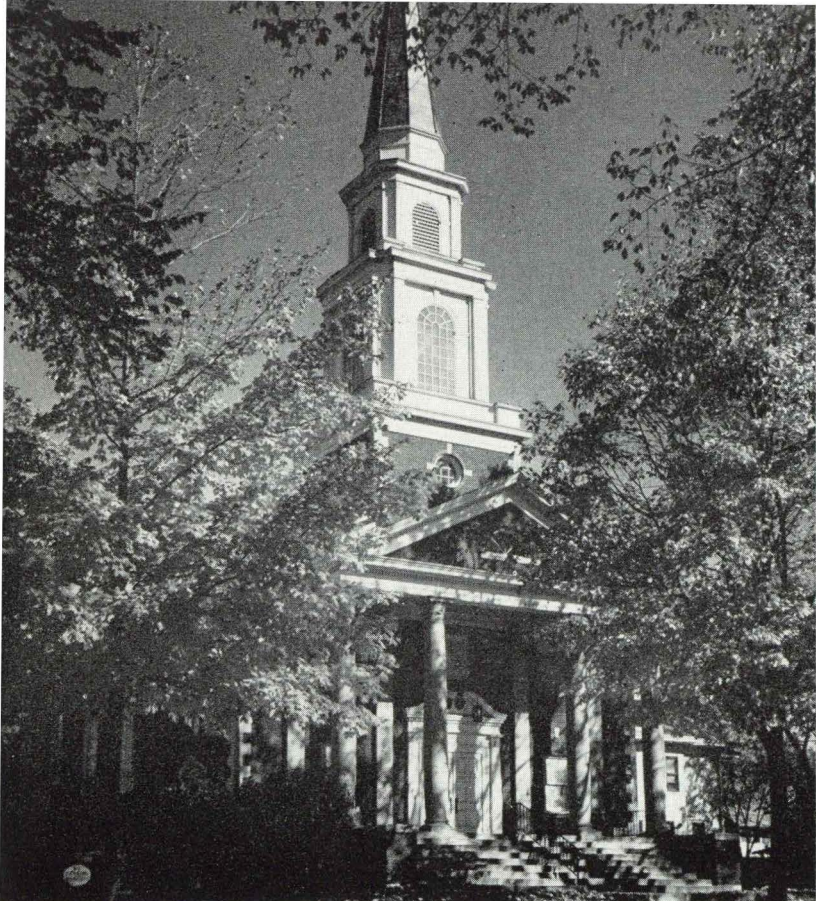
#### **LABOR SUPPLY**

It is adequate, dependable and has a surplus of skilled labor. This flexible labor supply is called "superior quality in intelligence and mechanical aptitude." Military records show Iowa's youths possess a greater degree of mechanical aptitude than youths from any other state. Majority of



High-powered transmission reach to all corners of the state to power the tools for thousands of workers.

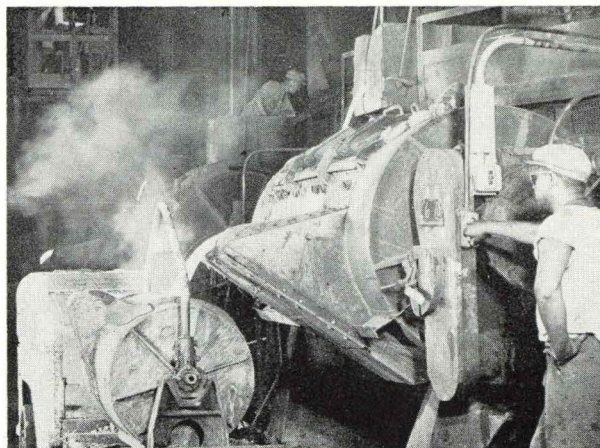




Religious tolerance is yours in Iowa. The church is most important in Iowa society. The church serves as the center of many community activities.



Iowans pick up their mechanical skills at an early age. These are the future skilled workers of the Hawkeye State.



Small industries play an important role in Iowa's economic growth. Friendly government helps it to grow in Iowa.

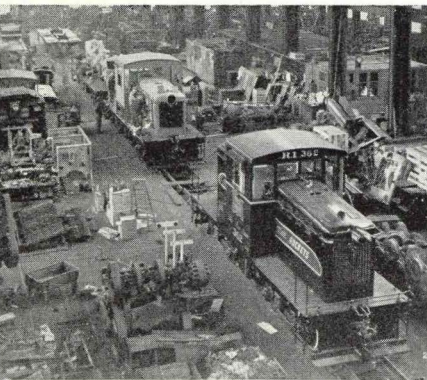
labor force comes from mechanized farms, which is highly conducive to producing future factory workers with instinctive mechanical "know-how." Iowa's literacy rating of 99.2% is the highest in the U.S.

### GOVERNMENT

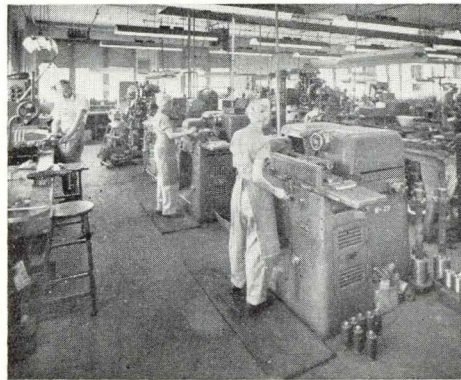
Iowa's established governmental system, in both structure and practice, is sympathetic to sound industrial development. Like its economy, Iowa's government is balanced. Both industry and agriculture share in a mutual goal for progressive "good living in Iowa" through fair legislation for all.

### RAW MATERIALS

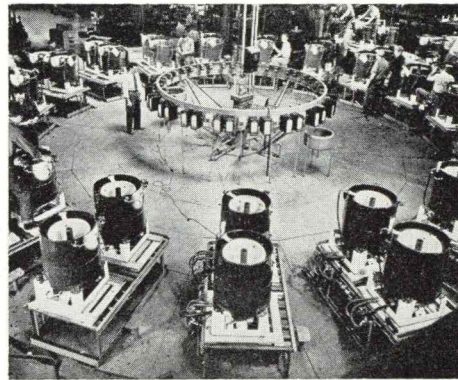
Iowa is still the nation's richest source for agricultural products. Iowa consistently scores 24 firsts, 10 seconds and 6 thirds among the states for agricultural achievements in production. The state of Iowa leads in corn, hogs, oats, poultry, eggs, in finished cattle for market, and in total production of combined grain crops. This great farm production means over a billion tons a year of agricultural by-products awaiting industrial development. Iowa is also rich in nonmetallic minerals such as cement, clay, coal, gypsum, limestone and sand and gravel. Iowa is the third largest producer of crude gypsum in the nation. Iowa rates 11th in the nation as a cement producing state on a dollar basis.



Heavy industry has found a profitable location in Iowa. Here huge diesels are readied for world-wide use.



Modern machines run at top speed under the guiding hand of Iowa's skilled labor population.



Manufacturers in Iowa employ the most modern methods known in production line operations for greater output.

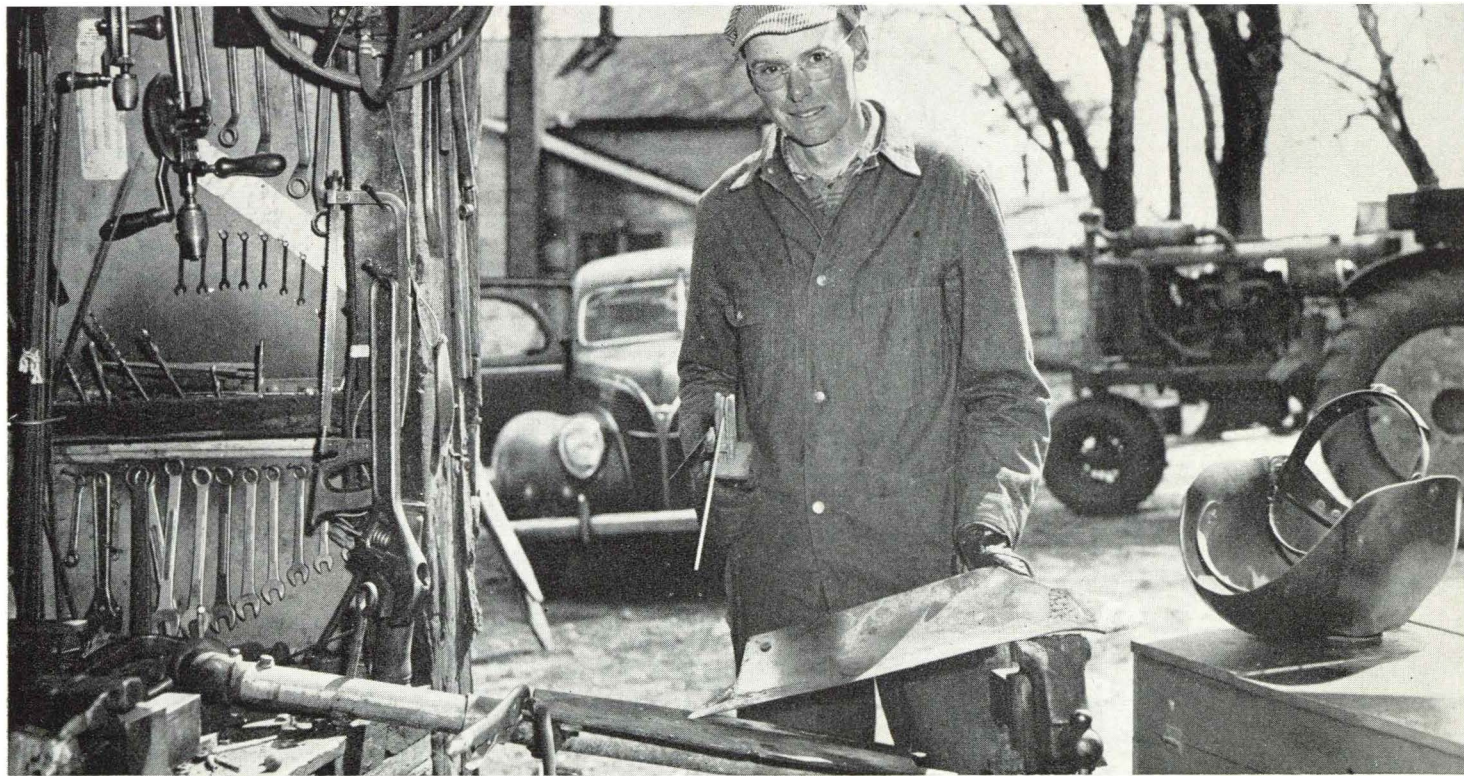
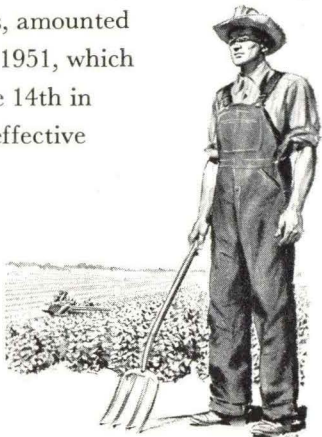


## FACTORY SITES

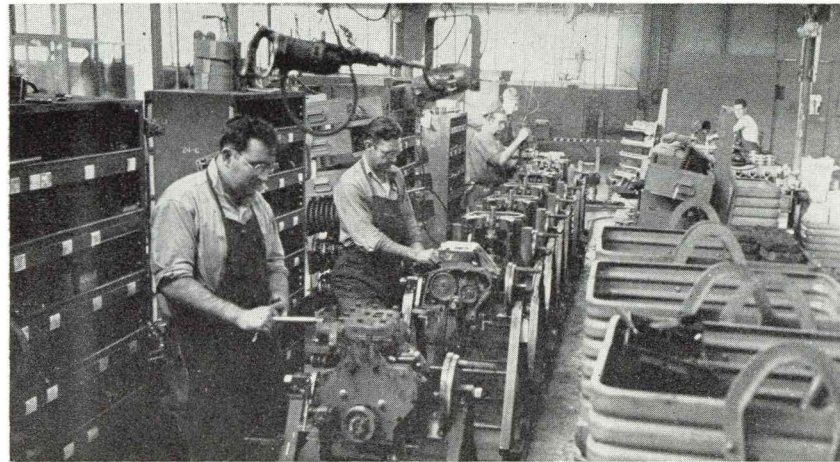
A wide selection of factory locations are continually being made available to enterprising industrialists. Gracious living in a healthy economy, adequate labor and transportation, and rich markets make Iowa factory sites doubly attractive. Large areas are now available within city limits, or outside, with utilities, trackage and highways. From a few acres to hundreds of acres . . . all available in excellent areas.

## FARMS

Agriculturally, Iowa is the richest state in the Union. Although few realize it today, the value of Iowa's output of manufactured products equals the state's income from agriculture. Iowa's total wealth has been estimated at more than \$14 billion or approximately \$5,345 per capita. This is almost twice as much as the per capita wealth of the nation. Iowa's total income payments to individuals, excluding corporate payments, amounted to \$4 billion in 1951, which placed the state 14th in the nation for effective buying power.



Every Iowa farmer is of necessity a first-class mechanic of the most versatile nature. Most do all of their own repair work.



Iowans take a great deal of pride in the work they perform. Many of the small plants are operated by their owners with outstanding results.

A plentiful supply of raw material, close at hand makes manufacturing in Iowa a more profitable operation.

# LOWER TAXES . . .

## Reflect the Iowa Family'



"ISMS" NOT POPULAR with Iowans young or old. Their heritage makes them firm believers in the American economic system. Good schools, churches and government strengthen this faith.



**T**O a prospective citizen, whether he is an industrialist or a laborer, government and taxes are paramount in their importance. Iowa's government is conservative and business-like. It operates on a "pay-as-you-go" basis and actually has a surplus in the state treasury in an age when deficit financing has become an accepted feature of government. Naturally there are taxes. It would be impossible to support Iowa's more than 7,000 excellent schools and maintain her more than 6,500 miles of concrete highways without them. Yet taxes are well below the national level. Per capita tax collections in 1950 were more than \$5 below the average for the 48 states. Since the state government is operating on a debt-free basis, this favorable situation is continuing and can be expected to continue.

The best indication that Iowa has a government which is favorable to the free growth of industry lies in federal statistics. They show that Iowa's industrial importance is growing at a much faster rate than the national average. Latest figures available show that between 1939 and 1948 the growth in the number of workers employed in industry was just double the average of the 48 states.

# Honestly Administered

## Respect for *True Values*

State bonded indebtedness may not be incurred without a public referendum. Bonds for local purposes cannot be issued without the approval of 60 per cent of the electorate so concerned. Real property is assessed every four years on the basis of 60 percent of its actual value. Personal property is assessed on the same basis. In the case of manufacturers, personal property is assessed only upon the value of the raw materials which go into its manufacturing, not on the value of the finished products. Money and credits are assessed on the basis of full value as of January 1st of the tax year. The first \$5,000 worth of money and credits is exempt from taxation. Capital stock in Iowa corporations is not subject to the tax. Stock in corporations operating in Iowa though incorporated elsewhere is subject to tax, but the corporation is not liable for its payment. Money invested in Iowa building and loan associations is exempt from the tax and money held to cover indebtedness other than unpaid taxes may be deducted when computing the taxable principal.

Corporation incomes are taxed at the rate of two per cent of the net income from business transacted within the state. Business transacted outside the state's boundaries is not taxed. Corporation income tax

rates are lower than those of all but four of the 32 states which impose such a tax. A personal income tax is imposed on the net earnings of individuals at the following rate:

Up to \$1,000.....	¾ per cent
\$1,000 to \$2,000.....	1½ per cent
\$2,000 to \$3,000.....	2¼ per cent
\$3,000 to \$4,000.....	3 per cent
Over \$4,000.....	3¾ per cent

Thus the tax of a man whose net income was \$4,000 would be \$75. Iowa imposes a two per cent tax on retail sales in the state and a two per cent use tax on articles purchased by a consumer outside the state for use in the state. However, exemptions to the use tax are made whenever the article cannot be purchased within the state.

Individual home ownership in Iowa is encouraged to the extent that Iowa laws allow a homestead credit of up to \$62.50 on the property tax assessed against property occupied as a home. The credit will be granted if the occupant's equity in the property is greater than 10 per cent. Homestead credits are paid by the state from the receipts of state income taxes, sales tax and use tax. This credit acts as an additional benefit to industry by en-



**"PAY AS WE GO" has kept the state of Iowa on sound footing economically. The capitol in Des Moines serves Iowa well.**

couraging homeownership. Home owners are less liable to migrate and create a labor shortage. The Iowa taxation system as it relates to both industry and the individual is fair and equitably administered. Tax receipts are honestly and competently expended. The state has no oppressive regulations on corporations or industry. Industry need have no fear of Iowa. Its people are conservative, its economy balanced, its beliefs in free enterprise are deep rooted.

# JUST PLAIN STATISTICS

## *Industry's Road to*

For your convenience, here is an easy-to-read statistical summary reporting on Iowa's resources:

Population: 1950—2,621,073 . . . an increase since 1940 of 3.3%. Urban . . . 47.7%, Farm . . . 34.4%, Non-Farm . . . 17.8%. Percentage white . . . 99.2, Native-born white . . . 96. Population per square mile . . . 46.8. Rank in population by states . . . 22nd. Number of Iowa families . . . 780,167. Number of home owners . . . 494,826 or 63.4%. Number of cities of 25,000 population or more . . . 13, which includes one city of more than 180,000.

**AGRICULTURE, LAND AND FARMS:**  
Square miles . . . 55,986 (ranks 24th by states).

Acreage under cultivation . . . 96.5%.  
Number of farms . . . 199,427. Land value of Farms and buildings—\$5,610 billion. Iowa contains the most fertile soil in the Union: 25% of all the grade "A" land in the nation is located in Iowa and 70% of Iowa farm land is grade "A" land. Value of all property . . . approximately \$14 billion. Cash farm income in 1952 . . . \$2,328 billion. Average per farm gross income in 1952 . . . \$12,000.

First in the nation to produce a billion dollar corn crop (1952). The highest record in history.

Iowa leads the nation in value and pro-

**FACTS AND FIGURES** show that more and more industries are moving to friendly Iowa. This is just part a result of the nationwide swing towards decentralization. Industries are coming into Iowa for many and varying reasons. Perhaps you, too, can profitably become a part of the Iowa scene. When you have the facts, you'll agree that industry's road to opportunity leads straight to Iowa.

# DATA SHOWS THE FACT:

## Opportunity LEADS TO IOWA

duction of corn, oats, hogs, poultry, eggs and the marketing of grain-fed cattle. Second in production of soybeans and butter.

Farm living index . . . 177. Iowa farmer enjoys the highest standard of living. The national average is 122.

The percentage of farms served by electricity, telephones, and radios has practically reached the saturation point. Likewise, Iowa leads the nation in the percentage of farms having automobiles and is the world's best market for farm machinery and modern home equipment. Iowa usually ranks first in farm income.

**BUSINESS, INDUSTRY AND FINANCE:** Number of business establishments . . . 51,417. Volume of retail sales for 1952 over \$3 billion. Number of manufacturers . . . 3,856. Manufacturing payrolls stimulate and multiply the volume of business, trade and service activities 2½ to 3 times before such payrolls leave their respective communities. Also, 60% of the total income payments find their way into local retail channels of trade and the professional services. Value of manufactured products . . . in excess of \$3 billion. "Value Added" by manufacture increased from \$671 million in 1947 to \$925 million in 1950. (Rank by "Value Added" 23rd in 1950). Leading industries,

according to rank: Food Processing, Meat Packing; Machinery; Printing and Publishing; Chemicals, Primary Metals and Fabricated Products; Coal, Cement, Clay and Gypsum Products; Sand, Gravel and Limestone.

Leading manufactured products: Washing Machines, Fountain Pens; Cereals; Farm Machinery, Meat. Number of packing houses . . . 38. Value of output . . . \$700 million. Value of electric power generated and purchased . . . over \$100 million. Water power . . . 11.6% of total generating capacity. Number of banks . . . 653; Assets . . . \$2.5 billion. Number of building and loan associations . . . 56; Assets . . . \$100 million.

**INCOME:** Total income payments to Iowans in 1951 . . . All-time high \$4.019 billion. Ranked 18th in nation.

Per capita income in 1951 . . . All-time record high of \$1,531; U. S. average . . . \$1,584. Rank by states, 22nd.

Major Sources of Income in the United States in year 1951:

Source of Income	Iowa	U.S.
Agricultural Income	29.0%	7.6%
Manufacturing Payrolls	14.9%	23.9%
Trade and Service Income	22.3%	25.9%
Government Income Payments	12.3%	15.3%
All Other Income	21.5%	27.3%



It's a proven fact . . . you'll make just as much money, and live longer in Iowa! You are always just a few minutes away from your office to your home with more time left for rest and relaxation in Iowa.

Percentage of manufacturing payrolls to total income payments to Iowans has increased from 10.4% in 1946 to 14.9% in 1951.

State Income Payments by Type of Payments (Millions of Dollars):

	1948	1950	1951
Iowa, total	\$3,798	\$3,716	\$4,019
Wages and Salaries	1,569	1,696	1,911
Proprietors' Income	1,725	1,402	1,493
Property Income	352	410	432
Other Income	150	208	183

Salaries and wages in manufacturing increased from \$327 million in 1947 to \$600 million in 1952.

**LABOR FORCE AND EMPLOYMENT:**

Total labor force in 1950 . . . 1,020,881; in 1940 . . . 957,869. Non-Agricultural . . . 729,187; Agricultural . . . 292,623. Labor,

native-born white . . . 96%. Percentage male . . . 75.5; Female . . . 24.4. Number employed in 1950 . . . 1,002,180. In agricultural activities . . . 285,636; In non-agricultural activities . . . 564,560; In manufacturing . . . 151,984.

Manufacturing employment reached an all-time peak of 174,400 in November, 1952, with a corresponding level of weekly earnings of \$69.53. The number employed in the industry has increased 27,000 since 1947.

Nearly 200,000 women are now employed in business and industry or about 25% of the labor force.

**NATURAL RESOURCES:** Source of water supply . . . surface, shallow and deep wells. Coal, gypsum, clay, sand, gravel, limestone, lumber.

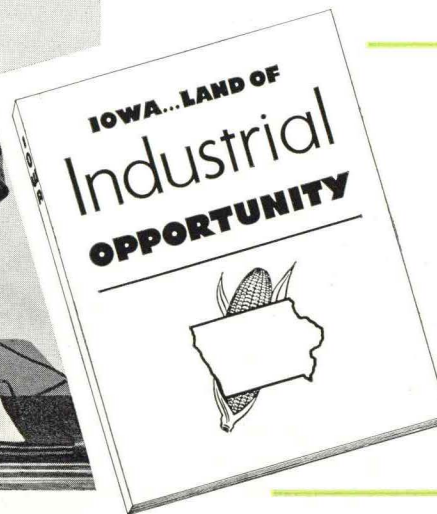
**EDUCATION, WELFARE AND RECREATION:** Total number of schools . . . over 7,200. Colleges and universities . . . 25. Junior colleges . . . 22. Literacy . . . 99.2% (Ranks first in the nation). Number

of libraries . . . 370. Churches . . . more than 4,500. Welfare . . . Number of hospitals . . . 178; Number of physicians . . . 2,601, Dentists . . . 1,695.

**TRANSPORTATION:** Railroads . . . Twelve major railroad systems serve Iowa over a network of 8,584 miles of railroad. It ranks fourth among the states in railroad mileage. No point in Iowa is more than 13.6 miles from a railroad.

Air Lines . . . Two trunk lines and one feeder line serve Iowa communities. Miles of highways . . . 102,343. The state ranks third in the nation in concrete paved road mileage. A surfaced road leads to every incorporated town in Iowa. Motor Lines . . . 42 passenger bus lines, 72 interstate and 79 intrastate motor freight lines serve every part of the state.

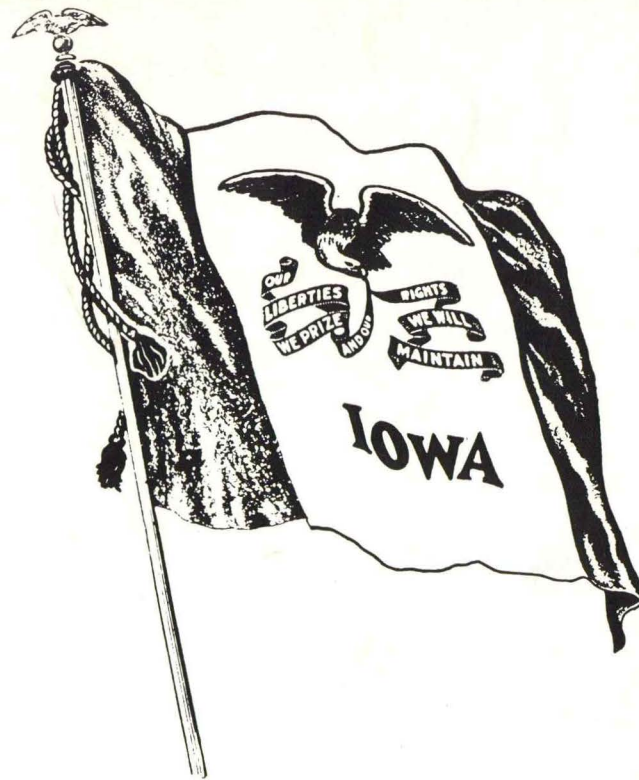
**MISCELLANEOUS:** Climate and weather . . . average annual readings: Temperature, 49°; rainfall, 32 inches; snowfall, 29 inches; relative humidity, 72 percent. Tax rate, average for state . . . 49.028 mills on 60% valuation. Total state tax collection . . . \$210,665,468. Elevation . . . 480 to 1,675 feet.



**GET THE WHOLE STORY . . .** Find out why more and more industries are choosing Iowa for their new plant sites. While the facts in this presentation are necessarily brief and of a general nature, you can get detailed information as much or as little as you need. For the full story as to your specific problems, write for your copy of "Iowa . . . Land of Industrial Opportunity." Iowa Development Commission, Central National Building, Des Moines, Iowa.



DON'T UNDERESTIMATE THE SKILL OF THE IOWA WORKER



***Come and see Iowa First Hand . . . Let us introduce you to the things that make it great . . .***

- 
- PEOPLE
  - SCHOOLS
  - CHURCHES
  - MARKETS
  - FARMS
  - FACTORIES
  - RECREATION
  - GOVERNMENT

**IOWA DEVELOPMENT COMMISSION**

Des Moines, Iowa

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