Well-kept, modern farmsteads highlight the beauty of rural Iowa to passing motorists.

Within its agricultural confines, Iowa finds room for expanding industrial growth which provides a balanced economy for its citizens.

Iowa's 15,000 miles of rivers and streams challenge highway engineers to design safe, modern and economical crossings.

Iowa is the only state in the Union bordered by two major navigable rivers. Heavily laden barges carry products destined for world markets.

Primary highways in the state are taking on a "new look", as old roads are improved or replaced.

CIVIL RIGHTS IN IOWA

All persons shall be entitled to full and equal enjoyment of the accommodations, privileges and advantages of all public facilities. Any person denying the aforesaid or aids or incites in such denial shall be guilty of a misdemeanor, punishable by a fine not exceeding $100 or imprisonment not exceeding 30 days.

KEEP IOWA BEAUTIFUL

Iowa is an Indian name meaning "This is the Place" or "The Beautiful Land". In the modern age of automobiles and accelerated living, this "Beautiful Land" has been cluttered by careless and thoughtless motorists. Each year over $100,000 is spent cleaning up after these people. Remember, EVERY LITTER BIT HURTS. Carry a litter bag in your car and KEEP IOWA "THE BEAUTIFUL LAND".

SPEED LIMITS

State and U. S. Routes — Day, 70; Night, 60; Trucks — Day-Night 50. Boat and Travel Trailers (24 feet or under including tow-bar — Max. weight, 3,000 lbs.) Day-Night, 55. Interstate — Day, 75; Night, 65; Minimum, 40. County — Day, 60; Night, 50. Also "As Posted" in towns or on open road.

COUNTY LICENSE NUMBERS

Iowa's 99 counties are numbered in alphabetical order. Motor vehicle registration plates carry their county number as a prefix to the assigned license number. Individual counties are indexed with a letter and number for easy reference on the map. For example, Dallas County can be located at K-11.

00 non-resident
1 Adair M-9
2 Adams O-8
3 Allamakee .. B-22
4 Appanoose . P-16
5 Audubon K-8
6 Benton I-19
7 Black Hawk F-18
8 Boone I-12
9 Bremer E-18
10 Buchanan .. G-20
11 Buena Vista .. E-6
12 Butler E-16
13 Calhoun G-9
14 Carroll I-8
15 Cass M-7
16 Cedar J-24
17 Cerro Gordo C-14
18 Cherokee E-4
19 Chickasaw .. C-18
20 Clarke O-12
21 Clay C-6
22 Clayton D-23
23 Clinton J-26
24 Crawford I-6
25 Dallas K-11
26 Davis P-18
27 Decatur P-13
28 Delaware .. G-23
29 Des Moines O-24
30 Dickinson B-6
31 Dubuque G-24
32 Emmet A-9
33 Fayette D-20
34 Floyd C-16
35 Franklin E-14
36 Fremont P-5
37 Greene I-10
38 Grundy G-16
39 Guthrie K-9
40 Hamilton G-13
41 Hancock C-13
42 Hardin G-15
43 Harrison K-4
44 Henry O-22
45 Howard B-18
46 Humboldt E-11
47 Ida G-5
48 Iowa K-20
49 Jackson H-26
50 Jasper K-15
51 Jefferson .. O-20
52 Johnson K-21
53 Jones H-23
54 Keokuk M-19
55 Kossuth C-11
56 Lee Q-22
57 Linn I-21
58 Louisa N-23
59 Lucas O-14
60 Lyon A-2
61 Madison M-12
62 Mahaska M-17
63 Marion M-15
64 Marshall I-16
65 Mills O-5
66 Mitchell B-16
67 Monona I-4
68 Monroe O-16
69 Montgomery O-7
70 Muscatine .. L-24
71 O'Brien C-4
72 Osceola A-4
73 Page P-6
74 Palo Alto C-8
75 Plymouth E-2
76 Pocahontas .. E-9
77 Polk K-13
78 Pott'watt'mie M-6
79 Powershiek . K-18
80 Ringgold P-10
81 Sac G-7
82 Scott K-25
83 Shelby K-6
84 Sioux C-2
85 Story I-14
86 Tama I-18
87 Taylor P-8
88 Union O-10
89 Van Buren .. P-20
90 Wapello O-18
91 Warren M-13
92 Washington M-21
93 Wayne P-14
94 Webster G-11
95 Winnebago . B-12
96 Winneshiek B-20
97 Woodbury .. G-2
98 Worth B-15
99 Wright E-12

Welcome to IOWA

Where Factory and Farm Share Prosperity

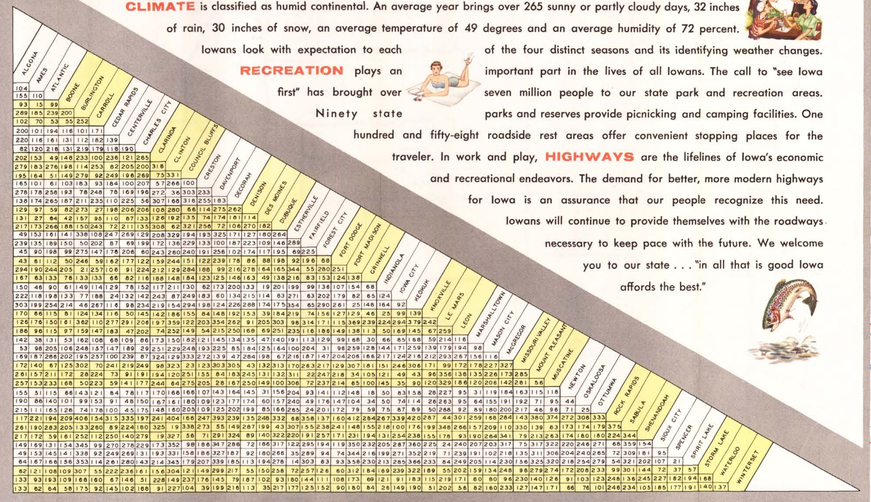
State Bird — Goldfinch

State Tree — Oak

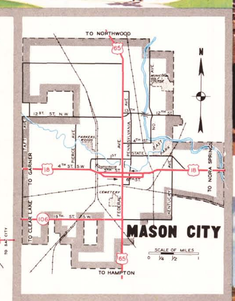
State Flag

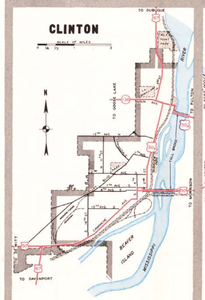
State Flower — Wild Rose

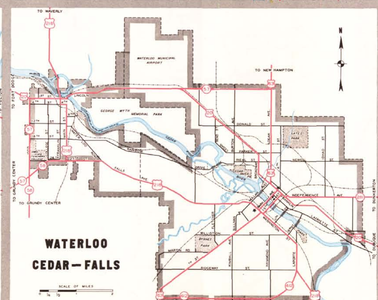
From its rich historic background to present day contented living, Iowans are proud of their state and the wealth of educational, commercial, and recreational activities it offers. **INDUSTRY** and agriculture have joined together to offer our citizens a well balanced economy. Ninety-five percent of the state's land area is farmed, yet each of our 99 counties has at least five industries. An educated and capable working force, 96.8 percent native born, molds these two segments into a solid foundation for economic growth. **IOWA'S CLIMATE** is classified as humid continental. An average year brings over 265 sunny or partly cloudy days, 32 inches of rain, 30 inches of snow, an average temperature of 49 degrees and an average humidity of 72 percent. Iowans look with expectation to each of the four distinct seasons and its identifying weather changes. **RECREATION** plays an important part in the lives of all Iowans. The call to "see Iowa first" has brought over seven million people to our state park and recreation areas. Ninety state parks and reserves provide picnicking and camping facilities. One hundred and fifty-eight roadside rest areas offer convenient stopping places for the traveler. In work and play, **HIGHWAYS** are the lifelines of Iowa's economic and recreational endeavors. The demand for better, more modern highways for Iowa is an assurance that our people recognize this need. Iowans will continue to provide themselves with the roadways necessary to keep pace with the future. We welcome you to our state . . . "in all that is good Iowa affords the best."

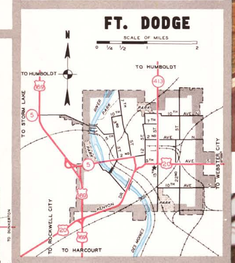


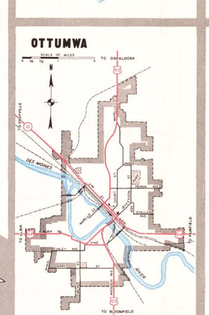
HOW TO USE THIS DISTANCE TABLE: Follow down the vertical column under the name which is first in alphabetical order until it intersects the horizontal column opposite the second name. This figure is the distance in miles between the two cities. For example, the distance between Ames and Davenport is 178 miles.

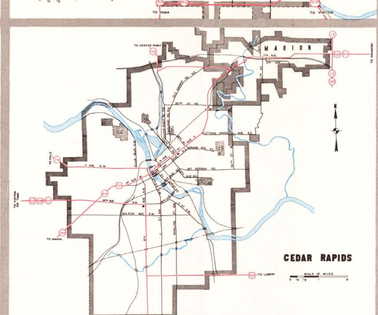


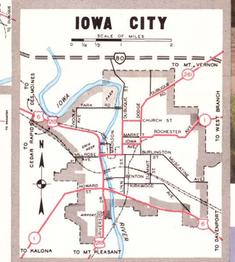


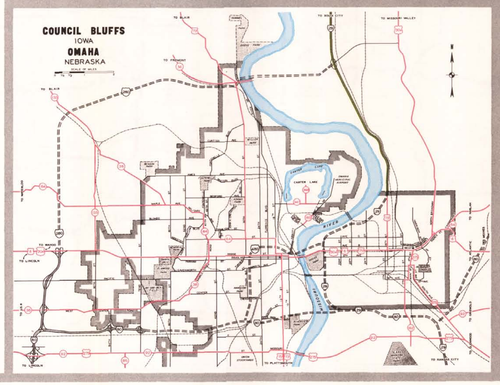


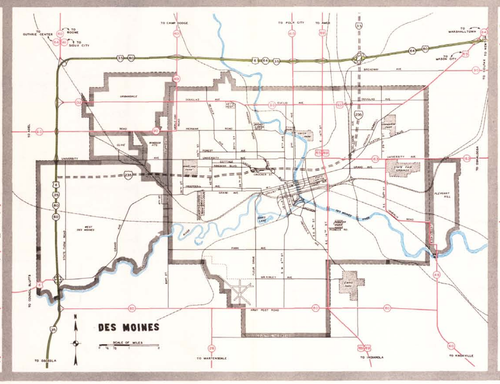


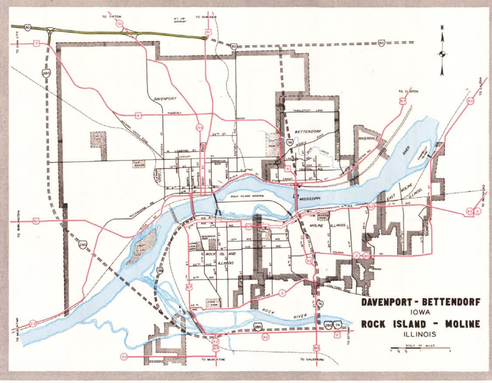










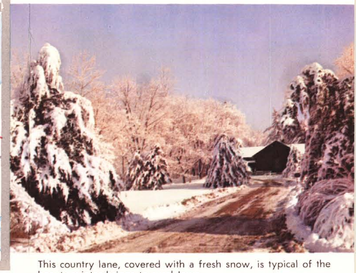


Iowa's colorful State Fair, as described in song and story, is held in late August and attracts over 425,000 visitors each year.

Driving on Iowa's nearly 200 miles of completed Interstate highways is a pleasant experience into the world of future travel.

The out-of-doors is part of our way of life, as Iowans seek fun in the open at many native vacation spots.

Autumn colors along Iowa's primary highways herald the approach of winter and the end of another growing season.



This country lane, covered with a fresh snow, is typical of the beauty winter brings to rural Iowa.