

## Parade participants had to submit patents for float designs **VEISHEA** helped finance parade floats

- \$5 given to Residence Halls
- \$10 given to Departmental floats

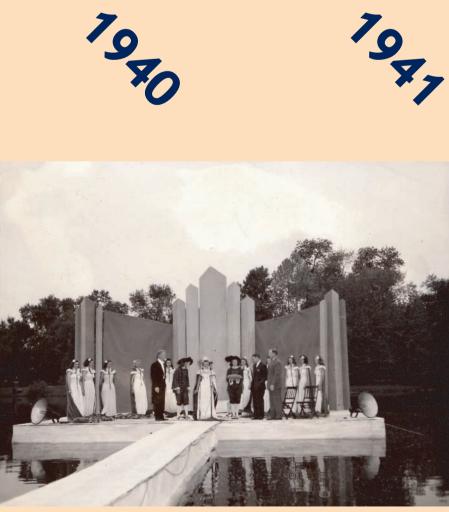
Low student turnout at **VEISHEA 1940 caused** the abolishment of the **1941** celebration

• VEISHEA was quickly reinstated due to student and alumni protesting

Many Iowa State men were called to serve in WWII Cary Grant chose the VEISHEA Queen of Queens

**Dedication of "The Marriage Ring"** created by Christian Peterson & James Whitcomb Riley

**VEISHEA** was a one-day performers at the Saturday event--no SOV, parade or Night Dance **Open Houses** Floats were limited to 13 feet tall "1944 VEISHEA will buy and a budget of \$35 a Jeep!"--promotion for the men overseas • Enough money was raised to purchase 5 Jeeps First full color general program was printed; 10,000 copies were made **VEISHEA theme: "Iowa State** Bob Hope and Bing Crosby chose **Bob Hope chose** Goes to War" the Queen of Queens • Admittance to events the Queen of Queens was the purchasing of War Stamps First year for the Parade and SOV was cancelled **VEISHEA Horse Show** due to low funds 79 RJ 79 78 79 75 7975 79 9 Cardinal Key 1948 CRIVER RACES\_ C. VEISHER 1947 Canoe Races 1947 Parade 1949



Queen of Queens 1942

Model Airplane 1948

19RS



