

VEISHEA through the years...

1940s

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

- \$5 given to Residence Halls floats
- \$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 theme: "Iowa State Goes to War"
• Admittance to events was the purchasing of War Stamps
Parade and SOV was cancelled due to low funds

VEISHEA was a one-day event--no SOV, parade or Open Houses
"1944 VEISHEA will buy a Jeep!"--promotion for the men overseas
• Enough money was raised to purchase 5 Jeeps

Bob Hope chose the Queen of Queens

First year for the VEISHEA Horse Show

Count Bassie & Orchestra were guest performers at the Saturday Night Dance
Floats were limited to 13 feet tall and a budget of \$35

First full color general program was printed; 10,000 copies were made
Bob Hope and Bing Crosby chose the Queen of Queens

First VEISHEA torch was lit in Des Moines by Charles Crownie and ran to Ames by Olympic champion Glen Brand

1940

1941

1942

1943

1944

1945

1946

1947

1948

1949



Queen of Queens 1942



Model Airplane 1948



Canoe Races 1947



Cardinal Key 1948



Parade 1949



Parade 1942