

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

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

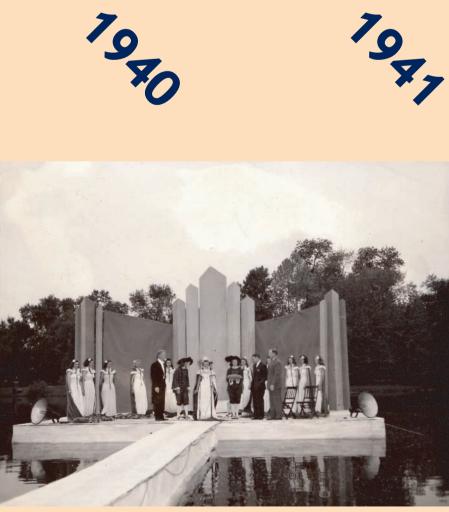
Low student turnout at **VEISHEA 1940 caused** the abolishment of the **1941** celebration

• 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



