

VEISHEA through the years...

1950s

VEISHEA torch was lit by President Truman in Ottumwa, Iowa
Bob Hope chose the Queen of Queens

Permanent torch base called "Pyrofundus" was placed on Central Campus

Cecile B. DeMille was the VEISHEATHON speaker and torch lighter
Duke Ellington played at the VEISHEA Dance
"LOOK Magazine" did a report on VEISHEA

Souvenir program was dedicated to C.A. Iverson & Wallace E. "Red" Barron--VEISHEA Faculty Advisors
VEISHEA Rodeo was added

CBS did a nationwide broadcast of the VEISHEA Dance

Lake LaVerne was colored bright green by students
Miss America 1955 appeared in the parade
A student-led fundraiser provided the money to purchase a Cadillac for Dean M.D. Helser for his service to Iowa State and was presented at Opening Ceremonies

VEISHEA became VEISHEA Inc.
Greek chapters were the main participants in float building

Horse Show provided a Roman Chariot race

Future President Ronald Reagan spoke at Opening Ceremonies
Last student written SOV

Count Bassie & Orchestra played at the VEISHEA Dance
SOV was moved to the Armory

1950

1951

1952

1953

1954

1955

1956

1957

1958

1959



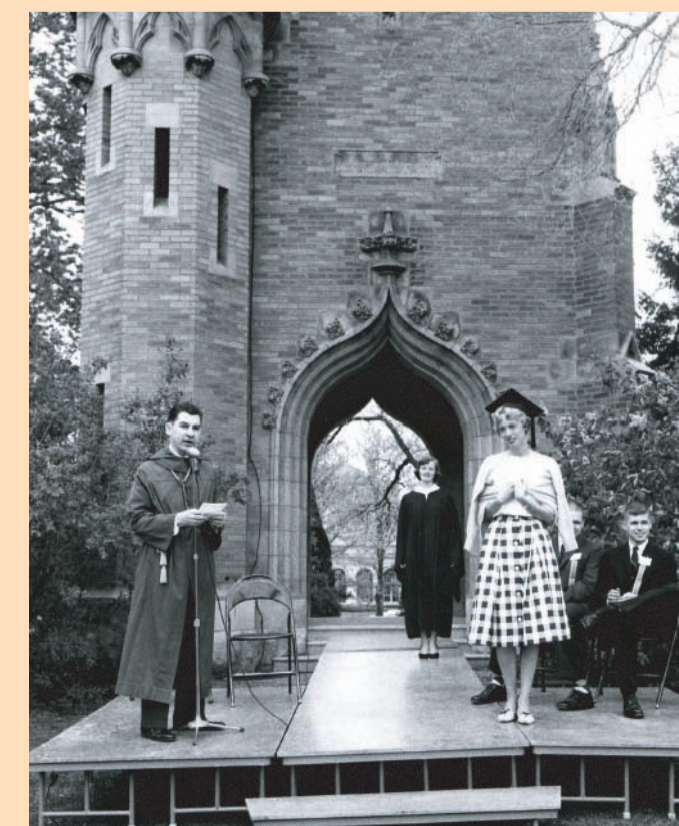
VEISHEA Dance 1958



Stars Over VEISHEA 1958



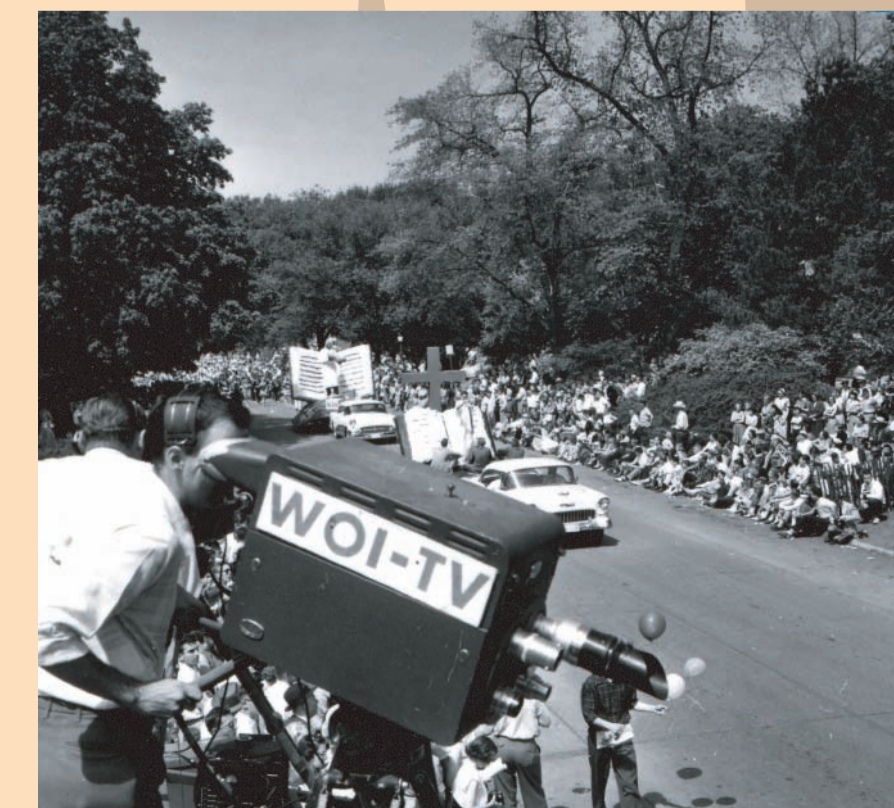
Parade 1955



Mortar Board 1959



Queen of Queens 1951



Parade 1955