

VEISHEA through the years...

1960s

Iowa State became a University
Torch was sent to Washington, D.C. to be signed by Vice President Richard Nixon
VEISHEA Vodvil was renamed Cyclone Review

Brothers Four played with admission being 50 cents
SOV show costumes were borrowed from Broadway in New York City

Greek houses were allowed to build joint floats
1,000 high school students attended Career Days

President Johnson lit the torch in Washington, D.C
SOV was "The Music Man" and writer Meredith Willson came to watch the performance
C.Y. Stephens was Parade Marshall

The amount of floats were down to 33 due to exceeding costs
"Novelty Theme" category was added to the floats--participants could only spend \$25

VEISHEA bought President James H. Hilton an Oldsmobile for his 12 years of service
350 teams participated in canoe races
Over 300 radio programs advertised VEISHEA's events on air
Cyclone Review was no longer a VEISHEA event

Torch was lit at NASA Headquarters in Houston, Texas

John Wayne lit the VEISHEA torch
A NASA display was part of the Open Houses
The men of Pearson House in Friley Hall ran a formal invitation to the state capitol inviting the Governor to attend VEISHEA, beginning a tradition

Wallace E. "Red" Barron was Grand Marshall
Peter, Paul, & Mary performed a VEISHEA concert

First TV commercials advertised VEISHEA
VEISHEA donated \$2,000 for a Black Cultural Center to be on Welch Avenue
Diana Ross & The Supremes performed

1960

1961

1962

1963

1964

1965

1966

1967

1968

1969



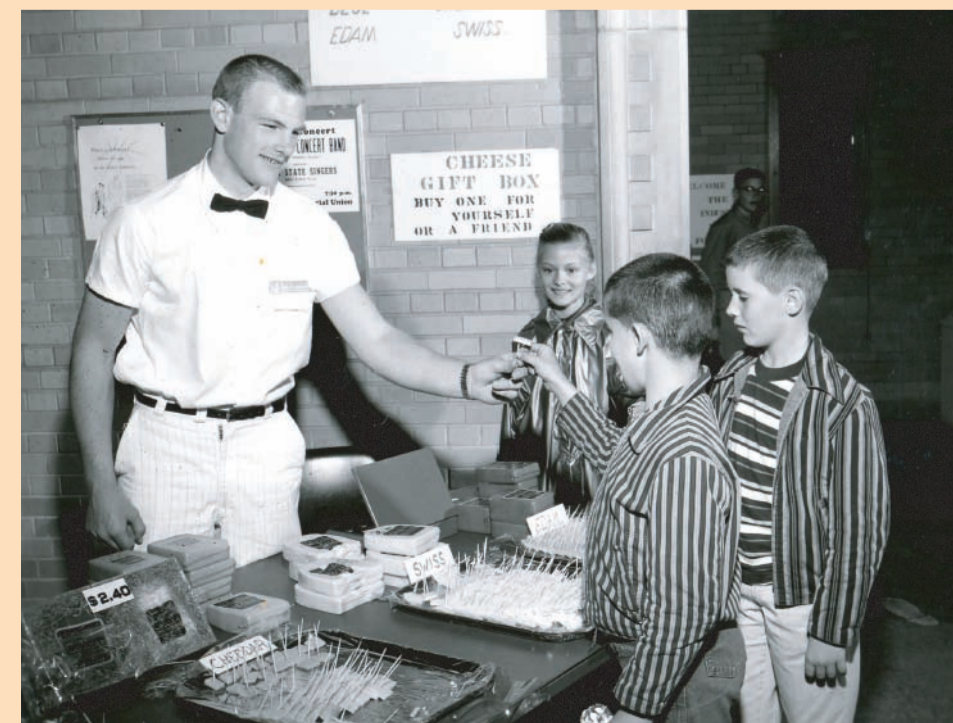
Torch 1963



Cherry Pies 1962



Stars Over VEISHEA 1963



Open House 1960



Parade 1965



Oldsmobile 1965